

January 30, 2020 - ski school in Sälen.

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## Level up on a Scandi ski holiday with SkiStar lessons and experiences, including new half day group lessons

If you're keen to find your ski legs or up your game this winter, SkiStar is now offering longer, half day lessons at its Swedish and Norwegian resorts of Sälen, Trysil, Åre, Hemsedal and Vemdalen. With help from Scandinavia's most renowned instructors, skiers of all ages and levels can really maximise their time on the slopes.

With little people from 3-9 attending Valle's Ski School, other students are

divided into groups according to age and level: 7-9 years, 10-15 years and 16+, from level 1 for complete beginners and level 4 for advanced skiers. Lessons last 1 hour 15 minutes. For an extra edge, SkiStar also offers private lessons.

Younger children will love treasure hunts with SkiStar's snowman mascot Valle, ending in a sausage sizzle, while bigger kids may even think mum and dad are quite cool if they book them a snow park introductory lesson for age 8+ or off piste adventure for 14+.

There's also adaptive skiing in Sälen, Trysil and Åre.

With direct flights with SAS from Heathrow to the new Scandinavian Mountains Airport, just 10 minutes from Sälen and 40 minutes from Trysil, UK skiers can fly from London and be on the slopes the same day. Book at <u>flysas.com</u>.

easyJet runs direct flights to Åre Östersund throughout the winter season, with <u>transfers to Åre</u> and <u>Vemdalen</u>.

At our ski school, we aim to create a life-long interest in skiing. That's why the joy of skiing is the basis of our teaching. Every winter, we employ nearly 600 trained ski instructors who spread the joy of skiing to over 80,000 learners. We offer everything from the classic group ski school for all ages to customised private lessons, plus thrilling experiences such as early morning skiing, guided off-piste tours and more. Whatever your level, we offer a wide range of products.

## SkiStar in brief:

SkiStar AB (publ.) is listed on the Nasdaq Stockholm stock exchange, Mid Cap segment. The group owns and operates ski resorts in Sälen, Åre, Vemdalen, and Hammarbybacken (Stockholm) in Sweden, Hemsedal and Trysil in Norway, and St Johann in Tirol in Austria. Market share is 50% in Sweden, 31% in Norway and a total of 41% in Scandinavia. Our core business is alpine skiing, and our main focus is the overall ski experience of our guests. The business is divided into three segments; Ski resorts – Operation, Infrastructure and Development. Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.

## Contacts



## Press Service (emergency inquiries only)

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