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New slopes open after heavy snowfall on all SkiStar mountains

Large quantities of new snow, a prolonged cold period and lots of open slopes – the heavy snowfalls over recent days and the ongoing cold weather are good news for skiing enthusiasts in Åre, Sälen, Vemdalen, Trysil, Hemsedal and Sankt Johann in Tirol. The demand for bookings is high at SkiStar's ski resorts.

During the last three days, significant amounts of snow have fallen in the Swedish and Norwegian mountains. In SkiStar's resorts in Åre, Sälen,

Vemdalen, Trysil and Hemsedal there is up to 35 centimetres of new snow. The Austrian ski resort of St. Johann has also had heavy snowfalls and more is forecast.

- It's great that we have had so much snow. We're opening new slopes all the time. The conditions for skiing are perfect with lots of new snow and plenty of sunshine in the forecast, says **Linda Morell**, head of PR at SkiStar.

The heavy falls mean that in many places in the mountains of Sweden and Norway the snow is almost one metre deep. At SkiStar's resorts, new slopes are being opened every day.

- We've had great conditions for skiing throughout the winter. It's wonderful to be able to provide such good opportunities for both children and adults to have active holidays. SkiStar's focus on families has resulted in increased interest over the last few years and the demand for bookings is high. If you haven't booked your ski holiday yet, it's time to do now, says **Linda Morell**.

New for this year at SkiStar's Scandinavian resorts is Valle the Snowman's very own ski school, where children can learn how to ski confidently and safely right from the start. Valle's family weeks have now start at SkiStar's Scandinavian resorts. Almost 7 000 children will receive free* training at Valle's ski school and can also ski free of charge*. According to SkiStar's booking statistics, this represents an increase of 26% over last year.

You can find more information about the snow depth, open slopes, lifts and weather [here](#).

*During Valle's family weeks, Valle's ski school and ski hire are free of charge for children aged 7 and under in Sweden and 6 and under in Norway.

For more information, please contact

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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 42% 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.

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