



Sep 12, 2023 08:00 CEST

New this winter at SkiStar: New express lifts, improved snow production and even more dining

Preparations for the 2023/24 winter season are well underway at SkiStar's destinations in Sweden and Norway. Several important steps have been taken to modernise and improve the ski experience for all ski enthusiasts, including new 6-seater lifts in Sälen and Hemsedal. All destinations will also receive improved snow production to ensure a long and snow-proof winter season. The SkiStar Lodge concept with premium ski-in-ski-out locations is adding two new members: SkiStar Lodge Vemdalen and SkiStar Lodge Trysil. And to top it all, an even greater and better selection of restaurants for the whole

family, to suit all tastes and budgets.

“The big interest in holidaying with us this winter continues, not least among our foreign guests who appreciate our affordability and our wide range of memorable mountain experiences in the beautiful Scandinavian mountains. We are proud to have invested in two new express lifts for the coming winter season, while also improving our full range of facilities with everything from ski rentals to ski shops and restaurants. I’m really looking forward to the winter season and to offering world-class alpine skiing. If you haven’t booked your stay yet, now’s the time,” says **Stefan Sjöstrand, SkiStar’s CEO.**

What’s new at SkiStar’s destinations:

Sweden:

Sälen:

We have taken important steps to modernise, weatherproof and increase capacity at the largest alpine ski area in Northern Europe - SkiStar Sälen. In Söderåsen, Lindvallen, we are opening a brand new express lift, **Söderåsen Express**, a 6-seater lift with windscreen/hood and heat in the seats for optimum comfort. The lift will have a capacity of 2,400 guests/hour and the trail length is 1,490 metres. A further **trailer lift (Ulven)** will be added to the same area, which is scheduled to operate in all weathers, thus increasing capacity and providing better access to the mountain. Ulven is 1240 metres long and has a capacity of 1200 guests/hour. To enhance our dining facilities and be able to provide quick and easy lunches and *fika*, we are adding a **food truck in Söderåsen.**

We are also investing more in **cross-country skiing with a new summit trail** at Hundfjället between the East and West express. This will provide about 4 kilometres of trails, both skate and classic. The easiest way to reach the trail is via one of the express lifts up the mountain.

To provide better snow conditions and improve access to the entire system as well as more ski-in ski-out lodging, we are upgrading the **snow systems** in Lindvallen in the Märta descent and the transport routes to Timmerbyn in the same area. And in Hundfjället we are also improving snow production with a focus on Familjebacken.

This summer's big success, our **Mountain Coaster** (rollercoaster) at Valleberget, will run in late winter/spring when weather and snow conditions allow. Here you can also experience **SkiStar Magic Mountain**, which we tried

out last year and is now open to all guests: a spectacular light show for the whole family that extends the evening skiing experience.

Dining experiences to suit all tastes will be even better this winter. At **Experium**, the former O'Leary's will be a **new restaurant**, serving a tasty and varied menu where everyone is guaranteed to find their favourite dish. In Wayne's former premises, we are opening **our own café**, serving freshly baked treats, light lunches and drinks, including take-aways. At Experium, we are also expanding **our spa range** with more activities such as "**discobad**" (**disco bathing**) for the family and more sauna experiences. And our fitness training opportunities are getting a boost with an upgrade to our **hotel gym**, while Experium will also have its own room for **group training**.

SkiStar Lodge Lindvallen's lodgebar is updating its menu of classic and favourite dishes for both children and adults.

Åre:

Work continues to provide **weather-safe skiing in Åre**, making it more accessible even in challenging conditions. So this winter we are e.g. investing more in **Duved and Tegefjäll**, including **improved snow production** and more snow-safe descents, to ensure skiing between and in Duved and Tegefjäll. We are also enclosing the **Duved cable car** mountain station to protect it from wind and make it more accessible.

In Tegefjäll, we are improving our provision of ski rental and ski equipment with a new **SkiStarshop in Tegetornet** and opening a **ICA ToGo** (unmanned shop).

A **new EQPE store** is opening at Åre Torg, selling a wide range of high-quality and practical EQPE ski clothing and accessories at affordable prices.

Vemdalen:

We are continuing to develop Vemdalskalet for **more piste clearance** and are starting to prepare for the new Hovde Syd ski area. As of this year **we are extending the West Lift** by about 100 metres to improve accessibility in all weather conditions.

We are upgrading and expanding the capacity of the **snow production** on the Vemdalskalet for better skiing experiences.

Many guests have asked for more slope restaurants, which is why the **Katrinastugan i Klövsjö** restaurant is expanding with 40 indoor restaurant spaces, while the outdoor balcony will be double the size with beautiful views of the mountain landscape.

The **Toppen på Vemdalskalet** restaurant, which burned down in 2021, is being rebuilt on the same site. It will be bigger than before with more spaces both indoors and outdoors.

The big news when it comes to ski-in-ski-out lodging is that the SkiStar Lodge family will get a new member when **Skilodge Skalspasset becomes SkiStar Lodge Vemdalen**. A gym will also be added to the existing range of relaxation facilities, ski rentals and restaurants.

Last but not least, SkiStar **has acquired Klövsjö Sportshop**, which will now be a **SkiStarshop** and will offer ski rental and sell ski equipment and ski clothing.

Norway:

Trysil:

We are improving access to the entire ski area by **upgrading the Hesten T10 lift** and **Høgekspressen H1** this year. And we're investing in even better snow conditions and skiing experiences with **new snow production** in descents number 19 and 62.

Ski school for all ages is popular and well-liked by guests of Trysil. This winter, the former **Trysilguiden** will join **SkiStar** and become new **SkiStar Guides**, bookable on skistar.com.

Another member of the SkiStar Lodge family is the **new SkiStar Lodge Trysil**, formerly Radisson Blu Mountain Resort & Residences, on Fageråsen, which opened this summer. New for this winter is that the lodge will have a **new restaurant with an Italian menu** and a **new chef** who is none other than **Swedish chef Anders Dahlbom**, former winner of "Årets Kock" (chef of the year). Anders has also been the project manager and chief executive officer of Nobelmiddagen for several years, competing with the Swedish national

cookery team and participating in a variety of cooking and entertainment programmes. A new **SkiStarshop** is also being added to SkiStar Lodge Trysil.

The second edition of the **Winter End Trysil** ski and music festival will take place from 19-21 April. This is where elite Norwegian artists get together to play in concerts and performances in the ski area, both in the afternoons and in the evenings. The weekend will include a pool race and competitions with SkiStar's ambassadors: **Birk Ruud** at SkiStar Snow Park and **Helene Olafsen** hosting the SkiStar Banked Slalom by Helene Olafsen snowboarding event. A valid SkiPass gives you access to skiing and admission to all concerts during the weekend.

Hemsedal:

The new **Lodge Express** will be opening for the winter to improve the ski experience in Hemsedal. The new 6-seater lift will be based by the SkiStar Lodge Hemsedal, hence the name. Thanks to the lift's location, you'll get easier and better access to the entire ski area, and the lift is equipped with a windscreen/hood. The Lodge Express will have a capacity of 3000 people/hour and a length of 1733 metres. In the same area adjacent to the lodge, the **number 41 green trail** will be extended to improve the children's area. Snow conditions will also be improved with better **snow production**. We are also building a **new button lift (Olaheisen)** adjacent to SkiStar Snow Park, in the middle of the ski area, for easier and more accessible skiing in the park.

Hemsedal is introducing **functional skiing**: ski lessons for all types of impaired function where we offer ski lessons with both standing and seated skiing with associated equipment for hire.

This winter we are offering a full range of **new and modern apartments and lodging, all** bookable through skistar.com. A new feature is that you can easily and seamlessly order **delivery of ski rentals directly to your lodging** in Hemsedal via skistar.com. Starting this year, SkiStar's premium lodging, the SkiStar Lodge Alpine and SkiStar Lodge Suites, will go under the common name of **SkiStar Lodge Hemsedal**.

Even easier and smoother travel to SkiStar's destinations

Electric cars: To make it even easier for guests travelling to us by electric car, we are introducing more charging points, especially by our own lodging in Sälen. We have also added more charging points to our car parks by the ski

areas at all our destinations. And for those travelling by electric car through Sweden to Sälen via route 66, the “Gröna vägen till Sälenfjällen” will become a reality with more charging stations thanks to a partnership between Destination Sälenfjällen and several municipalities along the way. Sveg was always a challenging place for mountain travellers wanting to charge their electric cars when en route to Vemdalen and Åre, but now SkiStar has teamed up with Audi and Jämtkraft and set up temporary charging stations. The result is 24 new stationary charging points locally in Sveg for this winter.

Flights: Sälen-Trysil can now be reached by direct flights to the Scandinavian Mountains Airport during the winter season from the following airports: Sweden: Bromma, Engelholm and Malmö (BRA), Denmark: Copenhagen and Ålborg (SAS) , Netherlands: Groningen (BBI) and Amsterdam (BBI and TUI), Germany: Lubeck (Lubeck Air), United Kingdom: London Gatwick (Ski Scandinavia).

It is also possible to fly to Hemsedal via Oslo Gardemoen or via Bergen, and to Oslo if you are going to Trysil. International and domestic flights are also available to Åre and Vemdalen via Åre-Ostersund Airport and via Værnes/Trondheim.

Bus: Bus services are available to all SkiStar destinations and new this year is that SkiStar will run its own direct bus routes during certain weekends, from Gothenburg-Hemsedal and Stockholm-Uppsala-Gävle-Vemdalen.

Trains: Direct trains to Åre and Vemdalen from Stockholm, Gothenburg and Malmö, among others. You can also take a train from Oslo to Hemsedal via Gol. Sälen can be reached by train to Mora or Borlänge, from where you get a bus. If you want to take the train to Trysil, there is a train between Oslo and Trondheim, with a stop in Elverum where there is a bus to the destination.

Ferry: multiple departures from several countries to Sweden and Norway, followed by onwards travel by car or other means.

Check the relevant destination on skistar.com for more information.

For more information:

For all this winter's SkiStar news at skistar.com

Look out for further new additions and updates before and during the season.

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Press photos can be found on SkiStar's press website, "[latest media](#)" and on [SkiStar's Flickr account](#)

SkiStar in brief:

SkiStar AB (publ) is listed on the Mid Cap list of the Nasdaq Stockholm exchange. The Group owns and operates alpine ski resorts in Sälen, Vemdalen, Åre and Hammarbybacken (Stockholm) in Sweden and Hemsedal and Trysil in Norway. Operations are divided into three segments: Operation of Ski Resorts, Property Development & Exploitation and Operation of Hotels. As the leading holiday tour operator for Scandinavia, SkiStar's business concept is to create memorable mountain experiences, develop sustainable destinations, offer accommodation, activities, products and services of the highest quality with our guests in focus. For further information, please visit www.skistar.com/en/corporate

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