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Premiere for the new SkiStar Stockholm Hammarbybacken: All year-round investment to attract new visitors

SkiStar will finally open its new Stockholm Hammarbybacken to the public with Sports & Adventures being launched in the capital on 24 June. The staycation trend is here to stay and due to the high demand for SkiStar destinations in the summer, a new adventure centre is now opening for all active Stockholmers and visitors in the middle of the city.

“Stockholm Hammarbybacken becomes our sixth destination which means we can make the city a little more active and fun with exciting and challenging

attractions for anyone looking for the joy of movement and memorable experiences in the middle of the city. With this investment, we hope to be able to help more people to be active and at the same time enjoy the best views from Stockholm,” says **Stefan Sjöstrand, CEO and Group Manager of SkiStar.**

Ahead of the summer of 2021, SkiStar made its biggest summer investment in the company's history with the concept SkiStar Sports & Adventures, which aims to bring people together for an active lifestyle, even in the summer. The concept was launched at SkiStar in Trysil, Sälen and Åre. The new SkiStar Stockholm Hammarbybacken with the new attractions SkiStar Climbing Park, Mountain Coaster and Mountain Tube means all Stockholmers and visitors will also have access to the concept in the heart of the city. In addition, several of the activities are available all year round.

“We are very proud to be able to open several of the new developments to the public by Midsummer weekend and we hope there will be something for everyone at the new, family-friendly Stockholm Hammarbybacken. And we’re not going to stop there. During late summer, we will be introducing the first modern summer skiing in Sweden, with SkiStar Summerski and also Vallestigen, a fun activity trail for the little ones who want to get to the top,” says **Jonas Bauer, Business Development Manager at SkiStar.**

Here are all the new developments this summer at SkiStar Stockholm Hammarbybacken from 24 June:

SkiStar Mountain Coaster: Our own version of a toboggan or coaster on an 800-metre downhill track, reaching speeds of up to 40 km/h, which we hope will offer a fun, adrenaline-fuelled ride with wonderful views.

SkiStar Mountain Tube: A downhill ride sitting in rubber rings on three different courses, adapted for the whole family and guaranteed excitement.

SkiStar Climbing Park: The success from Åre and Sälen for young and old alike, includes seven high level courses with varying levels of difficulty, 60 obstacles including a 100-metre zipline. The climbing park provides what is perhaps Stockholm's best view, reaching a height of about 80 metres above the city.

“Last summer’s season was a success with record numbers of visitors at

SkiStar destinations. This year looks like following suit with high demand for active holidays in Scandinavia, without any hassles, entry rules and airport queues: bookings* for the summer season are now +9 percent compared to the same period last year. The new Stockholm Hammarbybacken represents a major investment. We therefore hope to be able to attract even more visitors all year round," concludes **Stefan Sjöstrand**.

Planned opening in August/September:

SkiStar SummerSki: Anyone who can't get enough of skiing on snow in the winter, or who'd like to give it a try, can now ski down a 9000 m² slope surfaced with artificial grass to mimic the feeling of skiing on snow. The material is made from partially recycled plastic. In addition, a summer variant of the SkiStar Snow Park will be added to dozen playful elements, such as rails and boxes, to make skiing even more fun. SummerSki's goal is to double the number of skiing days per year at Hammarbybacken in Stockholm and thus contribute to SkiStar's sustainability goal of seven million skiing and activity days by 2030. Planned opening in mid-August.

Valle trail: A free activity for small children who want to get to the top in a playful way with various obstacles and activities inspired by everyone's favourite, Valle the Snowman. Open initially at the same time as the Summer Ski.

Other activities: training in the form of the Salomon Vertical Challenge with a Strava segment, hiking, outdoor gym and ski rental will be available. MTB cycling is possible in the nearby Nacka Reserve. In addition, several different camps and events will be on site throughout the year. Stockholm Hammarbybacken will thus be the perfect place for conferences, teambuilding or group activities for families and friends.

How to book: All activities can be booked at [skistar.com](https://www.skistar.com) or via the SkiStar app. For Mountain Tubing and Mountain Coaster, you can choose from single rides or multiples using clipper cards, depending on the attraction. Booking is needed for the climbing park. Buy a SkiPass for SkiStar SummerSk in the same way as in winter. Book and read more about what's new, opening hours etc., at SkiStar Stockholm Hammarbybacken:

<https://www.skistar.com/en/hammarbybacken/>

Hammarbybacken's history:

<https://www.skistar.com/en/hammarbybacken/about-hammarbybacken/>

SkiStar Sports & Adventures: <https://www.skistar.com/en/summer/>

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Press photos can be found on SkiStar's press website:

https://www.skistar.com/en/press/#/latest_media

* Refers to bookings made for SkiStar destinations up to the end of week 21, based on the number of nights booked through the SkiStar accommodation agency, compared to the same period in 2021.

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

Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.

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