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## Ski premiere in Åre on Friday

[Åre](#) will start the ski season Friday 4 December. Cold and heavy snowfall has turned Åre into a wonderful winter landscape. The preparations for [Åre Ski Opening](#) 11-13 December and the FIS Alpine Ski World Cup competitions continue.

-It feels fantastic to start a new ski season. We are very excited to welcome our guests to Åre Ski Opening and to the FIS Alpine World Cup races, says **Niclas Sjögren Berg** Destination Manager SkiStar Åre .

From 8 AM on Friday (4 December), the lift VM8 and the slope Gästrappet will be open to all skiers. For more information about open lifts, slopes and the

snow conditions in Åre, go to SkiStar Åre [snow blog at skistar.com](http://snow.blog.at.skistar.com)

**For additional information, Contact:**

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[The SkiStar AB](#) (publ) B shares are listed on the Nasdaq OMX Mid Cap Stockholm; the group owns and operates the ski resorts at the alpine skiing destinations [Sälen](#), [Åre](#) and [Vemdalen](#) in Sweden together with [Hemsedal](#) and [Trysil](#) in Norway as well as [Hammarbybacken](#) in Stockholm. The market share in Sweden amounts to 51%, in Norway 30% and overall in Scandinavia 42%. The group's core business is alpine skiing with the guests' experience in focus. The list of other activities includes accommodation agency, ski schools and ski rentals.

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