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SkiStar Åre: Grand slam for Åre at the World Ski Awards

On Saturday night at the international [World Ski Awards](#) gala in Austrian Kitzbühel, [Åre claimed all the awards for Sweden](#). Åre won the votes as the best Swedish ski resort, [Copperhill Mountain Lodge](#) was voted the best Swedish ski hotel, Copperhill Mountain Lodge the Villa won the title best Swedish ski chalet while [Åre Granen](#) was praised as Sweden's best ski boutique hotel.

World Ski Awards is part of World Travel Awards, currently celebrating its 20th anniversary as "the Oscars of the travel industry". The gala World Ski Awards celebrates and rewards excellence in ski tourism. The winners' votes

have been cast by professionals working within the ski travel and tourism industry – senior executives, travel buyers, tour operators, agents and media professionals, as well as ski tourists from all over the world. The awards were presented at the five-star hotel A-ROSA in the Austrian skiing metropolis Kitzbühel. Present were representatives from the world's 20 leading skiing nations. The winners were presented with trophies and applause from the near 200 glamorous attendants.

- We are both honoured and proud that Åre takes the grand slam at the World Ski Awards. This shows that our long-term efforts to promote Åre internationally have borne fruit, says Linda Wasell from SkiStar who was on the spot to receive the awards on behalf of Åre.

Niclas Sjögren Berg, Head of Destination for SkiStar Åre is obviously delighted at the award;

- It is great to receive even more recognition praising Åre as a fabulous ski resort. We work continuously with the customers' best in focus and the addition of three new chairlifts will take Åre towards even higher levels, Sjögren Berg commented.

SkiStar got to see even more praise: Trysil was awarded the prize as the best Norwegian ski resort while Sälen, Vemdalen and Hemsedal were among the nominees.

- SkiStar brings home 10 per cent of the awards, indeed a double winner, stated Sion Rapson Managing Director World Ski Awards.

About World Ski Awards:

World Ski Awards serves to celebrate and reward excellence in ski tourism.

Ski tourism constitutes a vital segment in the global travel and tourism marketplace. An estimated 400 million skier visits will take place in 2013 to the 2,000 ski resorts which are home to over 6 million hotel beds. Of the 80 countries offering open air ski areas, the inaugural World Ski Awards will focus on the leading 20 nations who are shaping the future of this dynamic industry. Whilst celebrating and rewarding excellence across ski resorts and the ski hospitality sector, World Ski Awards will strive to ultimately raise the ski tourist customer experience and stimulate both the domestic and

international ski tourism market.

The worldwide voting process begins at 08:00 (BST) on Monday 26th August. Votes will be made by professionals working within the ski travel and tourism industry – senior executives, travel buyers, tour operators, agents and media professionals. Votes can also be cast by the public (ski tourism consumers). The voting works on a first-past-the-post system to ensure impartiality and independence. Votes are submitted online at World Ski Awards website. The winners of each national category will go head-to-head with the winners of the other countries before the unveiling of the World Winners.

World Ski Awards is part of World Travel Awards, currently celebrating its 20th anniversary as "the Oscars of the travel industry". Global Media Partners include leading brands such as TV5Monde, International Herald Tribune, National Geographic Traveller, Newsweek and CNBC. This Global Media Partner network has a monthly readership of 1.7 million and TV audiences reach of 90 million. www.worldskiawards.com

For further information:

Niclas Sjögren Berg, Head of Destination SkiStar Åre

Mail: niclas.sjogren.berg@skistar.com

Mobile:+46 70 633 90 51

Linda Wasell, PR & Press Manager SkiStar AB

Mail: linda.wasell@skistar.com

Mobile: +46 706 74 74 74

[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 50%, in Norway 29% and overall in Scandinavia 41%. 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.

Contacts



Press Service (emergency inquiries only)

Press Contact

press@skistar.com

+46 10 810 96 26