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SkiStar Åre: Season 2011/12 News

Åre is a modern ski resort with a long history and, with its international atmosphere, Scandinavia's alpine capital. The train stops in the centre of town and there are two international airports just an hour away. In addition to fabulous skiing, Åre offers a multitude of restaurants that serve culinary delights and shopping you wouldn't normally expect to find in a village. Ski terrain stretch from children-friendly Björnen in the east, through the challenging high zone in central Åre, to carving enthusiasts' paradise Duved in the west.

“We are looking forward to a brilliant season. We have designed a lighting concept that makes the most of the region's special history and mystery, as

well as the many dark hours of the year. Night skiing will gain a brand new meaning in Åre. The SkiStar Experience concept offers guests something new in the form of kitesurfing on lake Åresjön,” says Niclas Sjögren Berg, Destination Manager, SkiStar Åre.

More ski experiences with a new unique lighting concept

New illuminated slopes

SkiStar Åre has in preparation for the ski season created a mystical fairytale world on the slopes around the VM-8 lift’s top station that lights up the forest and the snow. From a distance, the mountain shimmers in different magical colours. While the rest of the surroundings are in darkness, your slope is illuminated in different ways to tell a unique story about legendary creatures and ancient fables. The project is done in partnership with Ljusarkitektur AB, headed by lighting designer Kai Piippo.

“Nowhere else in the world has anyone used a lighting theme to illuminate slopes. A level slope has been chosen for this purpose, which is new for the night skiing option. Night skiing used to attract mainly experienced skiers but now families, beginners and experienced skiers can enjoy night skiing in the centre of Åre,” says Niclas Sjögren Berg, Destination Manager, SkiStar Åre.

National arena lighting

Floodlights are being added to the new National Arena that was completed last season, making it the perfect spot for evening events like Jon Olsson Invitational, Vattenfall Alpine Challenge and the Alpine World Cup.

Extended opening hours

The VM-8 lift will stay open longer all season. Thanks to the new lighting system, the lift can remain open between 8am and 4.30pm daily so that guests can use all the slopes that can be accessed from the top of the VM-8 lift. In addition, more night skiing will be possible every day during Christmas, New Year and spring breaks between 6pm and 8pm. This in addition to the regular night skiing.

WC festival and Swedish Championship frenzy

World Cup festival

Spring break in Jämtland coincides with the World Cup festival. Both WC in Freestyle Moguls and the Alpine WC will be arranged the same weekend in Åre.

Swedish Championship frenzy

Åre will host the Swedish Championships on its slopes at the end of March and beginning of April next year. Swedish champions will be crowned in several Freestyle and alpine skiing events.

SkiStar Experience and ski school

Snowkite – kitesurfing on lake Åresjön

SkiStar Experience is expanding its range of activities, adding a high-speed event fuelled by the wind. Fly over the snow on either skis or a snowboard behind a kite. Snowkiting is becoming increasingly more popular and SkiStar Åre wants to offer its guests the chance to experience a unique snow adventure using simple means through its SkiStar Experience concept.

SkiSchool has PT

Åre's guests can now make the most of their skiing with the ski school's own PT who offers tips before, during and after your Åre stay. This is perfect for everyone who loves to practice, wants to become a better skier or just learn something extra to get started properly. Skiers can optimise their chances to improve on the slopes with the SkiSchool's PT.

More about Åre

Total SkiSchool

The Total SkiSchool is for skiers who need special aid and are unable to take part in the regular ski school. Located in Rödskullen, the school welcomes skiers with all types of disabilities, such as people who are visually or physically disabled, amputees or those with multiple disabilities.

Fine dining

Åre is proud to have many world-class restaurants. A few of Sweden's most famous chefs run restaurants in the village with a cuisine inspired by local produce and multinational flavours. Several of the restaurants on the slopes also serve meals that are in a class unto themselves.

Warming huts

All the areas have warming huts for those who choose to bring their own food. The huts have microwaves, restrooms and plenty of places to sit. A popular budget alternative that many families value.

Zipline

Zipline is a unique, high-altitude experience where skiers zip along Åreskutan's breathtaking nature on a ropeway, strapped into a harness. With two runs to choose from, one high and one low, this is something for the entire family.

SkiStar Experience

A snow-based experience concept aimed at people who want to do something extra during their ski holiday. SkiStar Experience offers everything from thrilling off-piste skiing and high-flying jumps in the park to peaceful morning runs on empty corduroy slopes and luxurious hot-tub outings.

Kiddies' Björnen

Åre's Björnen is where children and beginners can improve as skiers. The slopes and lifts are designed for the youngest skiers and make it easy for boys and girls to explore the area themselves. The popular ski school is the perfect place to find new friends of the same age and to give parents time alone on the slopes. Åre's more challenging slopes in Central Åre are just a lift ride away.

Activities and events, Season 2011/12

The season starts during the Lucia holiday with the classic *Snö Test och Fest* (Snow Test and Festival). This glistening white Christmas holiday with elves, Christmas food and shopping morphs into pleasant family weeks in kiddies' Björnen, an area filled with activities and competitions for the youngest skiers. Students can use the SkiWeek student card's generous package deals. Radio station Rix FM will visit the village as usual the week of 5–11 February, bringing with it Sweden's popular performers.

Between 9 and 19 March, Åre will host the World Cup in moguls and alpine skiing. Once that's over, one major event follows the other, including Jon Olsson's super competitions JOI and VAC and Redbull Home Run. As usual, the season is wrapped up with the popular downhill race, Skutsskjutet and the old-fashioned style flirt, SkiStar Hot Dog Challenge. To see the calendar of events, visit www.skistar.com/are.

Facts about Åre

Åre is about 620 km from Stockholm and 140 km from Trondheim, Norway.

47 Lifts:

- 33 T-bar lifts
- 5 chairlifts
- 1 Telemix lift
- 1 funicular
- 1 gondola
- 1 cable car
- 5 conveyor

105 Slopes:

- 18 green (very easy)
- 43 blue (easy)
- 36 red (intermediate)
- 5 black (advanced)
- 3 not groomed / not supervised

(Because certain descents can include several different skill levels, the

ranking is an approximation)

Lift capacity: »51,555 people per hour

Floodlighting: 7 slopes

Longest run: 6.5 km

Total length of groomed slopes: »100 km (4,450,000 sq m groomed slopes)

Maximum vertical drop: 890 m

Highest ski altitude (Vessla): 1,035 m

Highest groomed altitude: 1,274 m

Åreskutan's peak: 1,420 m

Snow guarantee: At least 10 slopes will be open between 9 December 2011 and 1 May 2012

No. of children's areas: 4

Parks: 3 snow parks

Prepared cross-country trails: » 58 km, of which 15.5 km are illuminated

No. of beds: » 31,000

No. of visitors: SkiStar Åre had 989,000 ski days during the 2010/11 season.

Restaurants: » 50

Bars & nightclubs: » 15

Other activities and excursions include: Snow scooters, hang gliding, dog

sledding, SPA, Zipline, after ski, shopping, Moosegarden, chocolate factory, adventure pool, aquavit tasting, horseback riding, Tännforsen, Fröå mine, snow scooters, outdoor swimming, ice climbing, etc.

Contacts



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