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SkiStar Åre: Ski until the 4th of May

In a few days March will be here and the hours of daylight in the Swedish mountains keep adding up. And there are many weeks of great skiing left as SkiStar Åre keeps on running the winter season until 4 May. Spring in Åre is also packed with major events including JOI, Red Bull Home Run, Skutskjutet and Freeride.

Åre's greatest news, [the three new chairlifts](#): Tegeliften, Fjällgårdsexpressen and Sadelexpressen have by now been in operation since the official opening in December and the skiers love them. The three new lifts have added to the capacity in the ski area with in all 5 000 people per hour. This has facilitated the flow, especially during the peak periods. While

also adding even more to the ski experience in the lower part of the ski area, below the treeline.

The second most important piece of news, the children's concept with 'Valle' in the frontline has been quite a success among SkiStar's youngest guests. During March this extraordinarily popular snowman will attract even more attention with '[Valle's WinterWeeks](#)'. These weeks will be the kids' very own holidays featuring Valle's Winter Games where everyone can take part, good skiers as well as those more in favour of sledging.

- We are overwhelmed with our guests' warm reception of Valle and the new children's concept. The kids simply adore Valle and he is a big hit every time he is spotted in the ski area, says Linda Wasell, PR Manager SkiStar AB.

Winter spring in Åre, besides Valle and long bright days on the slopes, also tempts with several world-class events. The first one is the [Ladies FIS Ski World Cup](#) with races in giant slalom and slalom, staged in the Alpine National Arena in central Åre. One week later will see the [FIS Ski Cross World Cup](#) races for ladies and men in the same arena.

More classic Åre events to follow include [JonOlsson Invitational](#), [RedBull Home Run](#) and the popular downhill race [Skutskjutet](#) before the conclusion of the season with [Freeride](#), [HotDog Challenge](#) and [ÅreSpring Beat](#).

This short edit shows professional skier Tanner Hall taking part in last year's Hot Dog Challenge. A great example of what the atmosphere is like during Freeride and the season finale.

[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.

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