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SkiStar AB: Full winter at Scandinavia's prime ski resorts

Christmas is here and with it one of the most frequented periods in the Swedish and Norwegian fells. At all the [SkiStar](#) destinations Åre, Hemsedal, Trysil, Sälen and Vemdalen skiing is in full swing and the season's news together with the introduction of the children's concept Valle are ready to greet the first major arrival of guests. The next two weekends will also see the official openings of the three new chairlifts in Åre, also adding another 13 hectares to the ski area.

This year's calendar over Christmas and the New Year means many days off

and quite a few of the holidaymakers opt to spend the festive season skiing. This period will also see the opening of Åre's three new chairlifts: [Sadelexpressen](#), [Fjällgårdsexpressen](#) and [Tegeliften](#). The new lifts will increase the capacity by another 5 000 people per hour and help eliminate bottlenecks in busy sectors of the ski area.

Another main piece of news is the introduction of the front figure in SkiStar's new children's concept 'Valle', in [Åre](#), [Hemsedal](#), [Trysil](#), [Sälen](#) and [Vemdalen](#). Valle will be attending the children's ski areas bringing meet and greets and fun and play. Valle also exists as an online graphic character in Valles World, as well as in the form of merchandise.

The venture in children's concepts is an increasingly common phenomenon within tourism and the conference sector, not least in the US. SkiStar is one of the first businesses in Sweden to invest heavily in this relatively fresh marketing approach. The creation of the children's concept lies with Stockholm-based True Stories.

By popular demand SkiStar also recently launched MySkiStar Kids. MySkiStar offers skiing fun in a digital form; something more than 125 000 users already know.

[MySkiStar](#) is a free service, all needed is a ski pass. With the registration of the ski pass the guest gets access to a great variety of functions, statistics and fun challenges.

With MySKiStar Kids the whole family can be connected through the family site and kids up to 8 years old in Sweden, 7 years old in Norway, get their own Valle inspired skipass for the production cost.

[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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