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SkiStar AB: News 2013/2014

Skiing is much more than an outdoor pursuit and holiday activity – it is a lifestyle that carves through all the stages in our lives. One of our main focal points among our news this year is to make skiing as much fun as possible for our youngest guests. In line with this effort, we are introducing a common kids' concept at the [SkiStar](#) destinations [Åre](#), [Hemsedal](#), [Trysil](#), [Sälen](#), [Vemdalen](#) and the cityslope [Hammarbybacken](#) in Stockholm. Skiing becomes something we carry with us throughout the changes in our lives while building up our physical strength, fitness, coordination, agility and balance. With the free app MySkiStar all our skiing guests can keep track of their runs, in numbers, in calories consumed and now also while training before the skiing season. But the most important news will be launched before Christmas and includes no less than three new chairlifts in Åre.

The investment in the lifts in Åre is one of the largest ever made in the Scandinavian mountain range and will increase Åre's lift capacity by more than 5 000 persons per hour. The new chairlifts are built at strategically important nodes in the ski area and will further improve the guests' skiing experience. Meanwhile, pistes are being widened, forest areas thinned out and brand new pistes added. Overall this will mean 13 hectares of new skiing area.

“This is one of the largest investments in lifts ever made in the Scandinavian mountains. With the new chairlifts, Åre will be in line with the leading resorts in the Alps. From an international perspective Åre is already regarded as a skiers' Mecca without the crowding. The improvements now under way with the new lifts and pistes will provide for even better and more skiing in the less weather exposed section, in the lower zone in Åre”, explains Niclas Sjögren Berg, Destination Manager SkiStar Åre.

Another piece of important news is a new kids' concept widely launched at all

the SkiStar destinations in Sweden and Norway. With the assistance of Snowman Valle, the children's experience of skiing will reach brand new levels. Valle is already a popular favourite in Sälen. In time for the new season, Valle is now moving in to Åre, Hemsedal, Trysil and Vemdalen with a total of 26 new experiences and features in 'Valles Värld'.

"Travelling to a SkiStar destination shall be synonymous with quality. Whatever the guest's age, skiing experience and preferences, everyone should find and enjoy his or her ideal skiing holiday. The clearly defined kids' concept, developed with the children's best in focus, help to create the basis for a continuously active lifestyle", says Linda Wasell, PR Manager SkiStar AB.

SkiStar is proactively working to further the wellbeing trend with alpine skiing at the core of the active holiday. By signing up the ski pass to the free app MySkiStar, users will now receive a new and simple home training programme, to strengthen the muscles before the skiing holiday. For each run the app will register both the vertical skied and the calories consumed.

[The winter's complete news document is found here >>](#)

Welcome to a new winter with SkiStar in Åre, Hemsedal, Trysil, Sälen, Vemdalen and the cityslope Hammarbybacken in Stockholm!

[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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