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SkiStar AB: SkiStar aiming for new business with major venture in mountain sports e-commerce

With ten million annual visits at skistar.com and more than one million active customer contacts, SkiStar is now taking the next step towards new business. SkiStar opts to develop e-commerce within mountains sports with the main focus on alpine skiing, to one hundred percent integrated with the existing online booking flow at skistar.com. Skistarshop.com will become an online shop offering the strongest brands in the market. The launch is planned for the autumn 2014 and will be complemented by existing shops and the flagship store in Sälen.

SkiStar's venture is unique in this context where no other operator in the travel business has invested so far. Through its current relevant customer database and already high visitor numbers at skistar.com, SkiStar looks set to become an important player in the marketplace. The integration of sales of sports articles adapted to the mountain holiday already at the time of booking provides for added value, simplicity and relevance for the guest.

-This is a new venture which will further strengthen SkiStar's brand while also adding value for the guests. We take one-stop shopping to the next level in that the guest, while making her or his holiday booking, can instantly add relevant products needed for the mountain holiday. The fact that the e-shop is totally integrated with our booking system means brand new opportunities for our guests, says Mats Årjes, CEO SkiStar AB.

SkiStar's new business development with the online shop is connected with the concept of mountain sports; meaning leisurewear and equipment especially suited for mountain activities, in summer like in winter, with the main focus on alpine skiing. Guests visiting skistar.com can easily add the products they need for the fells holiday to their booking. The order is delivered straight to the booked holiday accommodation – a comfort and service very few are able to match. The guest has the option to pick up the order in one of SkiStar's 20 or so shops on site and there find help setting bindings or other services. The order can of course also be delivered to the home address.

-With ten million annual visits to skistar.com and more than one million active customer contacts right in the target group, our marketing will be highly cost efficient, comments Mathias Lindström, Marketing and Sales Director SkiStar AB.

Hence, SkiStar runs no risk of accumulating high and in part unexpected costs for the marketing; a problem many e-commerce businesses are forced to tackle since they have to pay for traffic to their sites. As another step in the multi-channel strategy, SkiStar is opening a flagship store this autumn at Säljfällstorget in Sälen. This one will complement the existing shops at SkiStar's destinations in Sweden and Norway.

-We should have a presence where our guests are. In order to achieve the best presence in the market we are working simultaneously online and offline, comments Lindström.

SkiStar's new venture has been well received in the industry, with wide interest from the leading brands in mountain garments and various partnerships have been initiated.

-SkiStar's venture into fells sports e-commerce is a welcome addition to the industry. The company's traditions and expertise within the area coupled with the wide customer database should provide for a success. We look forward to being part of this exciting venture, comments Stefan Engström CEO, J. Lindeberg.

In conjunction with the development of skistarshop.com, SkiStar is introducing a new loyalty concept through MySkiStar. The free service MySkiStar has in a short time become highly popular among SkiStar's guests who will now gain additional value. Through membership in MySkiStar, all purchases made at skistar.com generate points that can be used at skistarshop.com.

-The development strategy behind MySkiStar is to reward our guests. The option to connect the loyalty system with skistarshop.com will certainly benefit our guests, says Mathias Lindström.

SkiStar's extensive history and knowledge of the mountains warrant high quality. Mountain sports is something SkiStar's employees live and thrive with and the objective is to lead the market also in this aspect; both in physical shops at the destinations and in the integrated e-commerce solution.

-We will be offering the market's strongest mountain sports brands. Our shops enjoy high reputation and we boast the most knowledgeable staff in the fells area, both in terms of leisurewear and equipment. We are experts in this field and the products are tested on a daily basis in the right element. We live with mountain sports 365 days a year, it is not just a job but a lifestyle, concludes Lindström.

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[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 49%, in Norway 28% and overall in Scandinavia 39%. 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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