

Valle - The official mascot the FIS Alpine World Ski Championships in Åre 2019

Jan 30, 2018 16:23 CET

## SkiStar announced as official title sponsor of the Alpine World Ski Championships in Åre 2019

The title sponsorship of the FIS Alpine World Ski Championships in Åre 2019 puts SkiStar in the ideal position to acquire new guests. The exposure involved will give SkiStar the perfect communication platform with access to the entire European market.

- We are incredibly pleased and proud to be able to take on this sponsorship. The exposure before, during and after the **Alpine World Ski Championships in Åre 2019** will provide us with significant opportunities to communicate with potential guests in Europe and other parts of the world who are interested in alpine skiing, says **Mathias Lindström**, SkiStar's Director of Marketing and Sales.

SkiStar's family-friendly resorts have guaranteed snow and a large proportion of high-quality ski-in/ski-out accommodation, all of which appeals to international guests. The new international Scandinavian Mountains Airport, which is located between the two largest ski resorts in Scandinavia, Sälen and Trysil, makes it easy for our guests to fly from volume markets such as Germany, the UK and Russia. There are also airports near the ski resorts of Åre, Vemdalen and Hemsedal. St. Johann in Tirol is close to three international airports.

- This sponsorship is the perfect opportunity for us and will increase awareness of our brand, our booking platform skistar.com and our ski resorts, which include the five largest in Scandinavia and St. Johann in the Austrian province of Tirol, explains **Mathias Lindström**.

The title sponsorship gives SkiStar a number of rights, such as the inclusion of its brand in the official logo, which will receive exposure in 180 countries all over the world. It also includes the role of official clothing supplier to the event.

- As official supplier of ski clothing for the **Alpine World Ski Championships in Åre 2019**, we will create a completely new skiing and outdoor brand aimed at people with an active lifestyle. For the **Alpine World Ski Championships in Åre 2019** we will launch a range of skiing clothes that we will sell exclusively in our SkiStarshop Concept Stores and online at [www.skistarshop.com](http://www.skistarshop.com), says **Mathias Lindström**.

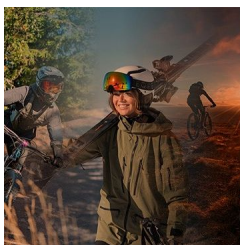
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### **SkiStar in brief:**

*SkiStar AB (publ.) is listed on the Nasdaq Stockholm stock exchange, Mid Cap segment. The group owns and operates ski resorts in Sälen, Åre, Vemdalen, and Hammarbybacken (Stockholm) in Sweden, Hemsedal and Trysil in Norway, and St Johann in Tirol in Austria. Market share is 50% in Sweden, 31% in Norway and a total of 41% in Scandinavia. Our core business is alpine skiing, and our main focus is the overall ski experience of our guests. The business is divided into three segments; Ski resorts – Operation, Infrastructure and Development.*

*Images and videos in SkiStar's Newsroom can be freely used along with information about SkiStar and/or SkiStar's destinations and products.*

### **Contacts**



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