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## SkiStar launches its first ski resort in the Alps - St. Johann is now available for booking

**SkiStar is now launching its first destination in the Alps. St. Johann in the Austrian Tyrol can be booked at [skistar.com](http://skistar.com). The venture is the first step in establishing a ski travel company in the Alps.**

- It feels great to be able to offer our guests St. Johann, a ski resort that is the perfect complement to our Scandinavian ski resorts. Guests can now pre-book hotel accommodation and SkiPass at [skistar.com](http://skistar.com) just like our Scandinavian ski resorts," says **Mats Årjes**, CEO of SkiStar.

**St. Johann** is located in the heart of the Austrian Tyrol and has three international airports within a radius of 150 km (Munich, Innsbruck and Salzburg) and trains that stop right in the centre of the village. The north side of the Kitzbüheler Horn offers snow-sure skiing, with 42 kilometre piste, at altitudes up to 1,700 metres above sea level. Skistar has been majority owner of the ski area since last spring, and now hotel accommodation can be pre-booked and SkiPass bought directly at **[skistar.com/stjohann](http://skistar.com/stjohann)**.

- We always strive to ensure that ski holidays are as active and fun as possible. So of course our guests in St. Johann can also join our customer club **MySkiStar**. Members are offered discounts and benefits, and can enhance their skiing experience by following their skiing statistics, seeing how many vertical metres they have skied and seeing where their family and friends are on the slopes," says **Mats Årjes**.

**Skistar.com** is one of Europe's biggest booking sites for winter vacations, with over 10 million visitors every year. In addition to the facility for booking

accommodation, ski school lessons, ski rental equipment and buying SkiPass, skistar.com also offers, among other things, updated weather reports, information on currently open ski slopes/lifts and plenty of inspiration for ski holidays.

### **About MySkiStar**

- With a SkiPass linked to a MySkiStar profile, all skiing at SkiStar's ski resorts (and from this winter also in SkiStar St. Johann) is registered.
- Simple overview of the number of days, number of runs and vertical metres • Location finder on the slopes for family and friends
- Bonus on all online purchases at skistar.com/skistarshop.com – the bonus can be used towards the next online purchase
- Additional benefits and top deals
- Fun challenges and competitions with friends and family

### **For additional information, contact:**

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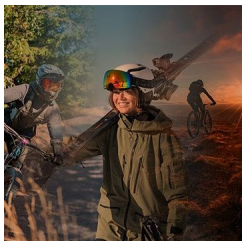
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### **SkiStar in brief:**

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 42% 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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