



Significant investments in snow reliability, skiing, and new attractions for families with children are at the forefront this winter.

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SkiStar news for the 2024/25 winter season: Snow reliability, unbeatable skiing and direct access from London to Norway's and Sweden's largest ski resorts

Preparations for the 2024/25 winter season are well underway at SkiStar's destinations in Sweden and Norway. SkiStar saw a significant increase in British skiers across SkiStar's resorts last winter, and the guests enjoyed reliable skiing conditions throughout the season. With the British skiers in mind, SkiStar introduce several exciting updates this coming season.

The SkiStar partner **SAS** is launching direct flights from London to Scandinavian Mountains Airport, offering travelers unprecedented convenience. From the airport, transfers are as short as 10 minutes to Sälen in Sweden and just 40 minutes to Trysil in Norway. Additionally, **Crystal Ski Holidays** has already announced Sweden as a new destination for Winter 2025/26, with direct flights to Scandinavian Mountains Airport now on sale.

- As Scandinavia's leading holiday operator, we want to give our guests an even more enjoyable and memorable mountain experience this winter. We know that interest in winter holidays in the Scandinavian mountains is on the rise, so we're especially pleased to be able to offer lots of new attractions and facilities at all our destinations this season. The commitment of SAS and Crystal Ski Holidays, chartered by TUI Airways, to offering direct flights to Sälen and Trysil is a clear sign of the increasing popularity of Scandinavian skiing, said **Stefan Sjöstrand**, CEO of SkiStar.

This winter, the skiing experience will be enhanced through a combination of new technologies. Real-time queue status updates for lifts and AI-driven improvements in ski logistics will ensure that guests have an even smoother and more enjoyable stay in the Scandinavian mountains. Significant investments in snow reliability, skiing infrastructure, and new attractions for families with children ensure that there is something for everyone to look forward to.

SAS will operate flights from London Heathrow to Scandinavian Mountains Airport on Sundays from February 2nd to March 30th, 2025. The weekly Sunday flights from London Gatwick, by **Crystal Ski Holidays** through TUI Airways, will begin on 21 December 2025, with the final departure on 5 April 2026, serving Scandinavian Mountains Airport.

News in Åre, Sälen, Vemdalen, Trysil, Hemsedal and Hammarbybacken Stockholm:

In Scandinavia's alpine capital, **Åre**, the ski season is extended until May 4th. A significant investment in snow-securing the Björnen ski area enhances the entire region and enables ski-in/ski-out access to more accommodations. The popular children's area in Rödkullen is being developed further, featuring a new ski-cross course designed by the immensely popular snowman Valle. At the classic Åre Square, the well-known Hansson Concept Store will undergo a

redesign, and the ski rental shop will reopen with improved logistics. Additionally, new tailored guided experiences with Sweden's most qualified guides will be offered, in combination with ski testing. Restaurant 720 will reopen, offering delicious food in a unique atmosphere with fantastic views. A total of 12 lifts will now feature permanent real-time reporting. More about Åre's updates [here](#).

Sälen, a mecca for families, is enhancing the experience in the well-known Trollskogen in Hundfjället, where sound effects will now intensify the adventure both on-site and when travelling to the mountains. Troll tales bring our most beloved trolls to life, and along with the popular snowman Valle, exciting stories will be presented at locations such as Trollkyrkan, where the Rapptrollen will offer a musical experience, or with Dasstrollen Orvar and Svea. In Hundfjället, accessibility to Trollskogen and the top restaurant is improved with a new weather-proof lift from the square. In Sälen, the work continues to secure snow availability with reinforcements at Sälkfällstorget in Lindvallen and the initiation of water supply construction to ensure snow coverage in Tandådalen. Two new restaurant concepts are opening at SkiStar Lodge Hundfjället. The bistro will serve flavors from both America and Italy, as well as pizza for take-away. The restaurant will offer breakfast and lunch buffets, along with an evening menu featuring Nordic flavors. Family-friendly live music will be offered several days a week in the lodge bar after a day on the slopes. A total of 18 lifts will now feature permanent real-time reporting. More about Sälen's updates [here](#).

In the authentic **Vemdalen**, which consists of the ski areas Björnrike, Klövsjö-Storhogna, and Vemdalskalet, children will be thrilled by exciting RGB lighting at Vemdalskalet, and Valle will get an entirely new stage for performances and dancing. For easily travel between Vemdalen's ski areas, all included in the SkiPass, the ski buses will be fully electric starting this upcoming winter. A total of 10 lifts will receive permanent real-time reporting. More about Vemdalen's updates [here](#).

Norway's largest ski resort, **Trysil**, is developing a brand-new snow park in a central location on the south side of the mountain. The park will meet World Cup standards and feature three lines: blue, red, and black, equipped with a snow production system, lighting, and a 1,100-meter-long park lift. In the same area, a new carving slope and an exciting fun ride will be created, and night skiing will be expanded. Children's favorite, the snowman Valle, will have more activities at SkiStar Lodge and Radisson Blu Resort in Trysil, including a new Valle kitchen and an illuminated Valle forest on the northern

part of Trysilfjellet. A new magic carpet lift with a tunnel will also improve the children's area at Høyfjellssenteret. A total of 11 lifts will now feature permanent real-time reporting. More about Trysil's updates [here](#).

Hemsedal, known to guests as the Alps of Scandinavia, continues the development around the Lodge Express lift, which opened last winter. This includes widening of ski slopes to provide more space in the ski area, as well as improved ski-in/ski-out access to accommodations in the Fjellnest, Tinden, and Alpin Appartement areas through a 250-meter-long magic carpet lift. Fjellandsbyen, consisting of 128 brand new modern apartments with ski-in/ski-out access, is now ready alongside SkiStar Lodge. More accommodations with ski-in/ski-out access will open, including Alpelia premium apartments and Staven near Stavkroa. A total of 8 lifts will now feature permanent real-time reporting. More about Hemsedal's updates [here](#).

In **Hammarbybacken**, located in the heart of Stockholm, the ski facility is transitioning to fossil-free operations. A pilot project last winter showed that it is possible to run a miniature ski facility on electricity. Additionally, snow production will be more efficient, and lighting in the slopes and beginner area will be improved to provide guests with an even better experience during Stockholm's dark winter days. More about Hammarbybacken's updates [here](#).

SkiStar in brief:

SkiStar AB (publ) is listed on the Mid Cap list of the Nasdaq Stockholm exchange. The Group owns and operates alpine ski resorts in Sälen, Vemdalen, Åre and Hammarbybacken (Stockholm) in Sweden and Hemsedal and Trysil in Norway. Operations are divided into three segments: Operation of Ski Resorts, Property Development & Exploitation and Operation of Hotels. As the leading holiday tour operator for Scandinavia, SkiStar's business concept is to create memorable mountain experiences, develop sustainable destinations, offer accommodation, activities, products and services of the highest quality with our guests in focus. For further information, please visit www.skistar.com/en/corporate

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