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SkiStar opens all its Scandinavian ski resorts

It's time to start the skiseason: SkiStar is opening the slopes and lifts. Hemsedal, Trysil and Vemdalen are opening right now, while the Swedish resorts of Åre and Sälen will be following suit soon. The abundant snowfall in Sweden and Norway has created a great deal of interest in skiing in Scandinavia's mountain regions and the booking demand at SkiStar's resorts is high.

The snow that has fallen over parts of Sweden and Norway this week is an

early Christmas present for all lovers of winter and skiing.

- It gladdens the heart to see winter making its presence felt so early in the season. We're seeing a desire to celebrate Christmas in the mountains, as searches for available Christmas accommodation on skistar.com have gone through the roof. Being able to open the season with skiing this good right from the start and with a terrain clad in its winter finery is just wonderful. At many of our ski resorts we've had 30-50 cm of fresh snow just over the last few days, said **Linda Morell**, PR Manager at SkiStar.

Parts of SkiStar's skiing area in Hemsedal, Trysil and Vemdalen are opening today, Friday 11 November. Next weekend, 18 and 19 November, sees the opening of skiing in Lindvallen in Sälen and Åre.

- It's brilliant that we've had so much snow across large parts of Scandinavia already! It's great to see kids and grown-ups alike rediscovering the joy of snow and that eagerness to get out in the fresh air again after a dark autumn, exclaimed **Linda Morell**, PR Manager at SkiStar.

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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.

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