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SkiStar records strong growth in UK market

Owner of Scandinavia's five largest resorts reports large upturn in UK bookings.

The number one Scandinavian ski operator, SkiStar, is delighted to report a growth in its UK market share of over 25% in pre-booking sales. This is a strong leap on previous years and represents a shift in the traditional trend for UK skiers. It reflects particularly well on the 'one-stop-shop' approach of SkiStar and its online system – www.skistar.com – where the entire vacation can be booked in one place from lodgings and hotels to ski rental, ski school and ski pass, making the whole process seamless.

The company, which owns five of the largest resorts in Scandinavia - Sälen, Åre, Trysil and Vemdalen in Sweden plus Trysil and Hemsedal in Norway - has made a concerted effort to attract the UK skier in recent years by promoting its great snow conditions throughout the season, its snow guarantee and the beauty and romance of the Scandinavian ski-ing experience. This will be further enhanced in the coming season by a strong PR and advertising campaign to further spread the message to the UK consumer, spearheaded by four-time Winter Olympian-turned TV and media professional, Chemmy Alcott.

"We are delighted with this strong growth in this very sophisticated market," said SkiStar Sales and Marketing Director, Mathias Lindström. "There are a number of exciting initiatives and events around our resorts, not least the opening of an international airport, the Scandinavian Mountains Airport, at the end of 2019 which will make our resorts even more accessible and attractive. We predict the trend will continue in the coming years."

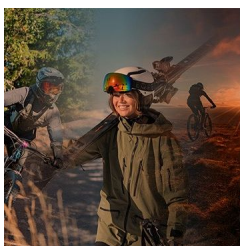
As well as the family-friendly aspects and the romance of the region, the SkiStar resorts also offer the best of Alpine skiing and in February 2019 the spotlight will be on the region when Åre will host the FIS World Ski Championships. This international event will showcase the top class pistes and range of activities available to an educated international audience and will further heighten the interest around the Scandinavian ski experience.

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



Press Service (emergency inquiries only)

Press Contact

press@skistar.com

+46 10 810 96 26