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SkiStar Sälen news winter 2022/23: New children's area with button lift, improved snow conditions and sustainable mountain experience

Winter 2022/23 in Sälen offers many exciting new facilities, including a new button lift and new children's area in Lindvallen, new cross-country trails on the mountain, improved snow access and new, improved lighting.

-I'm incredibly proud that we've managed to provide so many new, improved facilities this winter, thanks, not least, to the major investment in improving snow production with a new water reservoir in Hundfjället and a larger number of more efficient snow systems. We're finally able to ensure good snow on more of our slopes, so our guests can enjoy everything we have to offer and have an even more memorable mountain experience in Sälen, Northern Europe's largest alpine ski area," says **Tomas Berg, Destination Manager for SkiStar Sälen.**

A round-up of improvements at the SkiStar Sälen ski area and new products:

-A large water reservoir has been built in the Väggen valley in Hundfjället. It will increase the water supply for our snow cannons, so we can run more snow cannons at the same time, while reducing the impact on the rivers that supply us with water. This will triple the snow production capacity in the ski area in the long term.

-Lindvallen, Sälen is getting a new button lift and a children's area at Timmerbyn, which will provide better ski-in ski-out facilities for all cabins in the area

-The snow systems are being reinforced with more snow cannons in several places to ensure that more ski areas can open earlier:

- oTrollbäckstorget in Hundfjället, both on Slope 22 and on the square itself

- oThe ski trail from the top of the West Express down to the Trollskogen enchanted forest

- oThe transport lifts between Hundfjället and Tandådalen

- oSlope 1 in Tandådalen will have snow cannons so guests can ski to and from the car park easily

- oGustavbacken 29 in Lindvallen will be equipped with new fan cannons with better range and a wider angle, to allow us to open the full width of Gustavbacken at the start of the season

- oSki trails between Experiumstorget and Söderåstorget will have a snow system, providing better ski-in ski-out facilities in the area

- oWe're providing a new system to ensure snow at Lift L27 and Slope 39 at Säljfällstorget in Lindvallen, which previously had only natural snow.

-We're continuing to replace old lighting in our ski area with LED lighting, which is an important part of our energy efficiency drive.

-New lighting from Experiumstorget to Söderåstorget, to provide comfortable ski-in ski-out access until 6 pm for guests staying in Söderåsen, Timmerby Village or Timmerbyn.

Cross-country skiing:

-New mountain cross-country ski trails in Lindvallen from week seven: Buy single tickets to take the lifts up and down for easy access to the trails. Exact routes and trails under development. The latest news will be available in the SkiStar app.

-SkiStar XC Arena: Development of cross-country skiing to allow even earlier opening. The plan is to build more snow depots so snow can be distributed easily on cross-country ski trails in Lindvallen.

Several new air routes to Scandinavian Mountains Airport:

This winter, there will be a total of eight direct routes to the airport: three domestic routes in Sweden, one from Germany, two from the Netherlands and two from Denmark:

-Copenhagen and Aalborg with SAS (22 December - 12 March)

-Groningen BBI Travel and Amsterdam BBI Travel

-Lübeck with Lübeck Air (28 January - 8 April)

-Bromma and Ängelholm with BRA (22 December - 10 April)

-Malmö with BRA (6 January - 10 April)

More info: <https://www.skistar.com/en/ski-destinations/salen/winter-in-salen/travelling-here/?fo=100501>

The SkiStarshop Concept Store has moved to new premises:

The SkiStarshop Concept Store has moved from Sälkfällstorget to completely new premises in the Lindvallen shopping area. The new location also gives guests better direct access to the XC arena in winter.

A sustainable mountain experience:

Recycling and hire:

We're continuing to work on improving the sustainability of our destinations and the great news is that SkiStar is starting to sell used skis from its own warehouse on skistarshop.com, and used clothing in collaboration with Circulate at the SkiStarshop Concept Store in Lindvallen. We're also testing ski clothing hire at the SkiStarshop at SkiStar Lodge Hundfjället and SkiStar's

group and conference booking centre in Sälen Another development is unmanned SkiStarshops at the Swedish destinations, which will be open 24 hours a day, so you can walk in and buy a selection of essential products simply and easily with an app.

Sustainable travel:

For those travelling by electric car, mobile charging stations will be available at strategic locations on the way to the destination during high season. Last year we installed over 150 new charging points for electric cars at SkiStar's destinations and this year we plan to double the capacity, mainly in SkiStar's car parks and at the building projects SkiStar is involved in, for example at Timmerbyn in Sälen. This year SkiStar will also be the first to use electric snowmobiles to reduce climate emissions. Sälen already has two snowmobiles and an electric piste machine.

More information:

For all this winter's news at

SkiStar: <https://www.skistar.com/en/inspiration/news/>

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Press photos can be found on SkiStar's press website:

https://www.skistar.com/en/press/#/latest_media and on SkiStar's Flickr account: <https://www.flickr.com/photos/skistar/albums>

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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