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## SkiStar's winter news

**Direct flights to the Scandinavian mountains, exciting children's activities and half-day ski lessons. Scandinavian Mountains Airport opens at the end of December, giving travellers from the UK even better access to the Scandinavian mountains. The new flight from London Heathrow will enable British visitors to get to first-class ski resorts such as Sälen and Trysil in just a few hours. There are exciting developments for families with children, including more skiing and improved babysitting facilities in the new Hundfjället area. In addition, half-day ski lessons will be available for all guests.**

Families will have more opportunities than ever to enjoy an active and

relaxing holiday. This winter sees the launch of improved children's slopes, children's lifts and brand new premises for the popular babysitting service in Hundfjället, just a 10 minutes' drive from the new airport. SkiStar ski instructors will keep the youngest children amused with fun indoor and outdoor activities. Babysitting services are also available in Lindvallen, Trysil, Åre and Vemdalen.

This year, half-day ski lessons are available for visitors of all ages, levels and ambitions. Besides the new half-day lessons, visitors have other opportunities for developing their skiing: Valle's Ski School offers lessons for children, and standard group lessons and private lessons are available to all.

"This year we have invested strongly in offering even better experiences for families with children," says Linda Morell, PR Manager at SkiStar. "A range of improvements will be introduced, such as upgraded children's slopes and lifts. What's more, babysitting services will be available to all parents, giving them the opportunity to go off and ski alone. Half-day ski lessons will be available to guests starting from this year."

## **The new airport opens between Sälen and Trysil**

The Scandinavian Mountains Airport between Sälen and Trysil will open on 28th December 2019. The airport offers direct flights from London Heathrow Airport. With Åre and Vemdalen already accessible from London with EasyJet, British skiers will be spoilt for choice this winter.

"We're delighted that travellers from England will now have even better opportunities to enjoy top-class skiing at Scandinavian mountain resorts. After landing at the Scandinavian Mountains Airport, it's just a 10 minute journey to the ski slopes at Hundfjället or a 40 minute transfer to Trysil," says Linda Morell.

## **Resort update**

Exciting changes at SkiStar's six prestigious resorts

**Åre:** More snow, more variety and international-style restaurants

The development of the skiing facilities at Åre continues with the installation of a fully automatic snow system around the Åreleden trail (47), which connects the VM8 and VM6 ski areas.

Children will get to meet SkiStar's friendly mascot Valle the Snowman at the brand new Valle's Time Journey, which takes children and parents to visit all the amazing places and events experienced by Valle during his lifetime.

Åre is already famed for its dining and several new restaurants will open this season including Boquerian, a popular Stockholm-based restaurant serving Spanish delicacies in a market hall atmosphere, and APO, Asian Post Office, offering food and drink with Asian influences. Pinchos restaurant will open in the square in Åre, with plans for a new hotel concept. Supper, the Latin American-style restaurant, will move to new premises and double its capacity.

**Sälen:** Better, more exciting skiing and new attractive lodgings

This season, Sälen will improve and expand its skiing facilities. A third Fun Ride will open in Östra Tandådalen. In Lindvallen, a new lighting system is being installed to allow better evening skiing. Larger, more convenient parking facilities will make it easy for families to get to and from the pistes.

More accommodation options are being launched this season. New ski apartments are under construction in Tandådalen and Hundfjället, providing a total of 38 apartments in peaceful, secluded settings with excellent ski-in/ski-out access. The expansion of the popular Solbacken accommodation area continues at Tandådalstorget. In Lindvallen, the new Timmerby Village is under development at Söderåstorget, providing about 50 brand new houses with ski-in/ski-out access. Moreover, 12 apartments have been completed in the Fjällgläntan accommodation area at the top of Trollbäcken.

**Trysil:** New slopes and improved snow-making facilities for a top-class skiing experience

This winter, Trysil's well-groomed slopes will be widened and given improved snow-making facilities. A new snow system, stretching from the top of Slope 13 right down to the T1 Liekspressen lift, will make the 2,400 metre long descent even better. Parts of the popular Slopes 15 and 19 will also be widened to provide more elbow room.

In Trysil, the Skipaviljongen restaurant will be knocked down and replaced with the new Fjellroa restaurant; double the size and run by an all-new team.

## **Hemsedal:** New hotel, more slopes and development of Valleskogen

Many exciting developments are in store in Hemsedal this season. The new hotel FÝRI Resort of Hemsedal is under construction in Totteskogen. Located right next to the ski slopes within walking distance of Hemsedal town centre and boasting magnificent mountain views, the new hotel will be a welcome addition to the existing range of accommodation.

The new Totteskogsheisen lift will link the cabin area in Totteskogen and the new hotel with the ski area, making it easier to get around the system. In addition, two new slopes are being built to offer even more exciting choices.

Our younger guests are in for a treat this winter as the popular Valle forest and children's area is being upgraded with new lights, sounds and effects.

## **Vemdalen:** New Valle stage and more lodgings in the very best location

This winter, families visiting Vemdalen can look forward to several exciting new developments. A brand new Valle stage is being built in Björnrike, and Valle's Cabin will be open all winter. The popular family slope Persbacken will be widened, and the ski route between Björnvallen and Blästervallen will be developed to make it safer and provide better access in the area around Björnvalle and Björnrike torg.

Vemdalen is also expanding its range of accommodation. Hotell Klövsjöfjäll is being extended with more rooms and facilities. In Vemdalsskalet, ten new apartments are being built on Klockarfjället right next to the Väst Express chairlift. Högåsvillorna, a new accommodation area near the children's area will also open this winter. In Björnrike, the Black Timber Lodge is under construction – a complex of four semi-detached houses at the heart of the Björnrike ski area.

## **St. Johann in Tirol:** Adventurous skiing and new conference arrangements

Families can look forward to the launch of SkiStar Fun Ride and Valle's Fun Ride at St. Johann, featuring moguls, simple boxes and jumps. Younger skiers can enjoy Valle's Fun Ride, an easier circuit with moguls and Valle characters. This year also sees the launch of morning skiing starting at 6:59am.

As of this year, ski conferences can be booked in St. Johann, where participants can mix productive meetings with fantastic skiing in wonderful Alpine settings. SkiStar Business can help organise tailored conferences for small groups as well as entire organisations.

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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 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.*

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