



Mar 03, 2011 09:25 CET

SkiStar Åre: Take the train to Åre - the climate-smart alternative

A flight to Verbier generates 894 kilos of carbon dioxide emissions per person, while the footprint of a train journey to Åre generates a mere two kilos. The staggering difference made the Lindell family – test pilots in the climate-smart project One Tonne Life – cancel the winter’s ski trip to the Alps. By going by train to Åre, the family’s CO₂ footprint will be reduced by as much as 3.5 tonnes.

Since about one month, the Lindell family members are test pilots in the project One Tonne Life, a project initiated by Vattenfall together with Volvo

Cars and A-hus. The Lindells have taken on the challenge of reducing their annual CO₂ footprint from seven to one tonnes per person. During the six-month project period the challenge entails a reduction of 80 kilos per person and day. Quite a while ago, the family had booked a winter sports holiday in the Swiss Alps but after studying the environmental impact of the trip, the family instead opted for a train journey to the Swedish mountains.

– Once we read the table of the carbon dioxide emissions for the different travel options, we realized the enormous impact on the environment of air travel. We then found it obvious to change the holiday booking to a more eco-friendly alternative than the one originally planned. The purpose of the trip was to go skiing and we can do that just as well in Åre, says Alicja Lindell, the mother of the family.

In case the family had chosen to travel by air to Verbier, they would have exceeded the CO₂ target emission level for the entire test period by all of a 79 per cent which would have meant that their project had failed. **The carbon dioxide emissions of the family's train journey to Åre are so small as to not even reach one per cent of their carbon dioxide budget.** The main reason for this is that the trains use electricity which is a clean and efficient energy carrier, and particularly in Sweden where the electricity is produced by wind power, hydroelectricity and nuclear energy, all with low levels of carbon dioxide emissions.

Read more about One Tonne Life: www.onetonnelife.se.

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Briefly about Åre:

Åre is the alpine capital of Scandinavia with an international atmosphere. The trains arrive right in the middle of town and there are two international airports within just over one hour's drive. In 2007, Åre hosted the FIS Alpine World Ski Championships which tells something of the standard of the pistes. Besides skiing, there are many restaurants for culinary sensations, buzzing nightlife, a wide offering of activities and an amazing selection of shops for the size of this town. Åre is a first-rate winter tourism destination, the number of skier days during the season 2009/10 amounted to 1 060 422.

Briefly about SkiStar:

The SkiStar AB (publ) B shares are listed on the OMX Mid Cap Stockholm; the group owns and operates the ski resorts at the alpine skiing destinations Sälen, Åre and Vemdalen in Sweden together with Hemsedal and Trysil in Norway. The market share in Sweden amounts to 50%, in Norway 29% and overall in Scandinavia 41%. The group's core business is alpine skiing with the guests' experience in focus. The list of other activities includes accommodation agency, ski schools and ski rentals.

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