



SkiStar Åre Sweden, november 16 th 2023

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The five largest ski resorts in Scandinavia, operated by SkiStar, kickstart the ski season ahead of schedule

The cold weather over the past month has created optimal conditions for snow production and snowfall has made the Scandinavian terrain magical. SkiStar's ski resorts Vemdalen and Sälen opened for the season in early November. Next up to open are Åre, Trysil and Hemsedal. SkiStar, the market leader in Scandinavia alpine tourism, expect a long Scandinavian ski season that extends to 1 May.

"We are very happy to be able to open this early. With the christmas holidays around the corner, the pressure to book will increase significantly. We are happy to see more british people are choosing Scandinavia for skiing this winter," says **Stefan Sjöstrand**, CEO of SkiStar.

Skiers visiting the Swedish ski destinations [Åre](#), [Sälen](#), [Vemdalen](#) and the Norwegian [Trysil](#) and [Hemsedal](#) can now look forward to really good skiing and truly winter feeling. SkiStar has invested in two express lifts for the winter season, one in [Sälen](#) and one in [Hemsedal](#). In addition, the company has made large investments in [snow-making systems](#) over several years, which creates confidence for British guests to pre-book their skiing holiday. To provide extra security and be completely unique, SkiStar offers its guests a completely [free snow guarantee](#) when pre-booking a skiing holiday.

"To be able to open all our destinations in November, combined with the Scandinavian environment being winter-filled and the Nordic lights, feels magical. We are now welcoming all our guests this winter," says **Niclas Sjögren**, Chief Operating Officer at SkiStar.

The exchange rate plays an important role when it comes to selecting holidays in the Scandinavian mountains. The current currency situation makes it even more affordable for british guests to discover [SkiStar's destinations](#) and everything they have to offer.

Current images linked to the press release are new and free for publication in connection with the news.

Travel to SkiStars ski resorts:

1. Flights via Stockholm to Östersund Airport to Åre. You can also fly direct to Trondheim (Værnes) or over Oslo (Gardamoen).
2. Flights to Oslo and rental car or bus to Hemsedal and Trysil.
3. Flights via Copenhagen to Sälen and Trysil. Scandinavian Mountains Airport is located just 10 minutes from the skiing in Sälen and 40 minutes from Trysil.

Opening date and fact:

Sälen: 2 November - 21 April.

Vemdalen: 4 November - 21 April

Åre: 17 November - 1 May

Trysil: 17 November - 21 April

Hemsedal: 24 November - 1 May.

You can read all about SkiStars Snow Guarantee [here](#)

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

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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