

Radisson Blu Mountain Resort & Residences in Trysil

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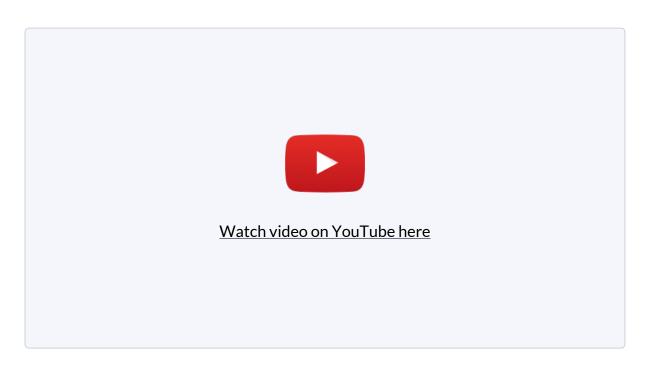
Trysil gets two Radisson Blu Resort hotels

One of Norway's best resort hotels is to change name from Park Inn Trysil to Radisson Blu Mountain Resort & Residences. Trysil will be able to boast two fantastic Radisson Blu Resort hotels as from the start of the season. "For a little place like ours, this is unique," believes General Manager Pontus Åkesson, a man looking forward to developing and focusing Radisson's award-winning service, breakfast and conference concept at Trysil's two resort hotels.

Both resort hotels are located at the ski-in and ski-out of <u>Norway's biggest ski</u> resort. One is on the south of the mountain, the other on the north. <u>Radisson</u>

<u>Blu Mountain Resort & Residences</u> opened in 2011 and celebrates its 5th anniversary on 18 December.

"We want even more international guests, and Radisson Blu Resorts is a stronger and better brand for a hotel of this type. It simply suits the hotel better, not least now since SkiStar Business has been launched in Norway. A move that we particularly want to be part of," says **Åkesson**.



In addition to changing the brand, the hotels have a lot of new features to promote before the ski season gets going in Trysil. Radisson Blu Resort Trysil is to open a new restaurant on 9 December. Brasserie T is the name, and according to Åkesson, will be a French-inspired restaurant with a Nordic influence. 130 seats, ski-in and ski-out, bar and lounge for afterski, ideal for active guests.

"We hope that **Brasserie T** will develop into the preferred venue for both locals and Trysil's guests. I should also mention that we have refurbished the entire kitchen, investing in new equipment," says Åkesson.

At the top of Radisson Blue Resort Trysil is a fantastic 'queen suite' covering no less than 200 square metres, with three bathrooms, sauna, twelve beds and the best view on the mountain.

"We're rebuilding the old I:C Blu bar. That will give us a king and a queen suite. And booking is going very well! The queen suite will be open in time

for Christmas. All in all, we are making the biggest guest-related investment since the hotel opened in December 2008," states Åkesson.

The most visible new feature in addition to the change of name at Radisson Blue Mountain Resort & Residences is the refurbishment of the **Stabben** lunch and afterski bar.

"We are glassing in the entire outdoor restaurant, building a new stage and providing 80 new seats. This is what's called a 'zoom-room solution', i.e., we can slide the roof back when the weather permits. It looks great and will be a big plus for Stabben," says Åkesson.

Both hotels are going well, and have passed the 200,000 overnight stays mark. The winter season is still the busiest, but summer and autumn bookings are rising.

Facts on Radisson Blu Mountain Resort & Residences

- Located on the north side of the Trysil mountain
- 369 rooms and apartments
- 917 beds
- Covers 33,000 square metres
- Opened December 2011

Facts on Radisson Blu Resort Trysil

- Located at the Trysil Tourist Centre
- 210 rooms and 43 apartments
- 1,000 beds
- Covers 30,000 square metres
- Opened December 2008

For more information

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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 42% 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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