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Winter Premieres at SkiStar in Sweden and Norway – Ready with Good Snow Conditions and Sustainability

Thanks to recent cold weather, which has provided good conditions for snow-making, all of SkiStar's destinations can now welcome all ski enthusiasts to the opening of the season. Vemdalen opened on 26 November, Sälen and Trysil will open on 2 December and Åre and Hemsedal will be ready to open on 8 December. Winter has come to stay, and with it comes with skiing.

"We look forward to opening our ski resorts while at the same time opening the doors to another season at SkiStar with almost 150 days of skiing ahead

of us. With the cold weather, we get to produce really good snow with our snow cannons, and then the natural snow is the icing on the cake. The team in charge of snow production is working hard to ensure that we can offer good alpine skiing on the opening days and unforgettable mountain experiences for our guests, says **Niclas Sjögren Berg, SkiStar's Director of Operations.**

Snow Production and Sustainability

All five SkiStar destinations are working continuously to improve snow production capacity and to make snow production more efficient and reduce resource consumption. Work is being done to reduce the time it takes to prepare the slopes, thereby reducing emissions from the piste machines. Snow from snow cannons is considerably more robust and durable than natural snow, and with a good base of cannons, the ski season is extended significantly without the natural environment being harmed by wear and tear. The use of snow from snow cannons is a circular process where water goes back to nature. The work to streamline snow production is part of SkiStar's sustainability work, where SkiStar is at the forefront of the industry and aims to be completely climate neutral in operations in 2030. The latest sustainability report shows that SkiStar has reduced its climate footprint by over 57 percent in the last year.

Another more tangible part of SkiStar's circular transformation for guests is the work with recycling and rental of clothes at Skistar. This year SkiStar will start selling used skis from its own warehouse via skistarshop.com this winter. You can also buy used ski clothing in cooperation with Serculate via SkiStarshop Concept Store in Lindvallen in Sälen.

"At SkiStar we work to promote an active lifestyle in nature and it is important to us that the experiences we offer are sustainable and not negatively impact nature and climate. As a guest, you can go skiing and enjoy nature with us with a good conscience. What's more, the exchange rate between the Swedish and Norwegian krona is really good right now, which is a great advantage for our British guests, who now get even more for their money when travelling north," says **Stefan Sjöstrand, Managing Director of SkiStar.**

Selected News from SkiStar This Season:

New Ski Lodge - SkiStar Lodge Hundfjället

SkiStar Lodge Hundfjället is SkiStar's major ski lodge venture and the crown jewel of the Sälen mountains. The lodge is a ski-in/ski-out family resort that has an exclusive and family atmosphere with warm, cosy common areas, hotel rooms, apartments including unique snowman Valle-themed family apartments, two cosy restaurants, a large lodge bar, relaxation area and fitness centre directly connected to two ultra-modern 8-chair express lifts, ski slopes and proximity to Scandinavian Mountains Airport only 10 km away. SkiStar Lodge Hundfjället opened to its first guests last winter, but for British guests it is new, as few travelled on ski holidays last year due to the Corona closure. Read more: <https://www.skistar.com/en/lodging/skistar-lodge/skistar-lodge-hundfjallet/>

Ski Scandinavia Doubles the Capacity of its Winter Charters to Scandinavian Mountains Airport in Sälen/Trysil

British charter operator Ski Scandinavia is doubling the capacity of its winter charters to Scandinavian Mountains Airport from 11 February 2023. It is operating direct flights from Gatwick to Sälen/Trysil ("the heart of skiing") on Saturdays. The venture builds on the positive experience gained last year, when the partnership was launched with a few trial flights. Read more: <https://www.skistar.com/en/press/#/pressreleases/ski-scandinavia-doubles-the-capacity-of-its-winter-charters-to-scandinavian-mountains-airport-in-saelen-slash-trysil-3218653>

Read More About Opening and Snow Status:

<https://www.skistar.com/en/winter/weather-and-lift/>

All This Winter's News at SkiStar:

<https://www.skistar.com/en/press/#/pressreleases/new-lift-a-sustainable-mountain-experience-and-unbeatable-skiing-skistar-news-for-the-2022-slash-23-winter-season-3206409>

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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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