Press release

21 November 2017

**Åre winter news 2017-2018**

**Several new accommodation options for groups as well as individual guests; new ski slope in the Åre Sadeln Area; solar powered ski lifts; a continued focus on activities and a fully-packed après-ski programme. EasyJet’s flights between London and Åre Östersund Airport continue and a new direct flight service from Copenhagen will make Åre even more accessible for the Danish guests. Here follows a summary of the news before the upcoming season in Åre.**

Temperatures started dropping below zero in October and Åre town is now decorated in white. The snow cannons are in operation throughout the ski area and all of Åre stands well prepared for another winter season. The first ski lift opens in Duved this Friday, November 24th.

**Among the news this year:** [EasyJet continues its services to Åre Östersund Airport](https://www.skistar.com/en/Are/About-Are/News/news/) introducing direct flights from Copenhagen, from Christmas until Easter, while the direct flights from London that started last winter are scheduled to continue.

[**SkiStar**](https://www.skistar.com/en/Are/About-Are/News/news/) **expands the popular ski area Åre Sadeln** with a brand new slope. The slope has blue rating and fits both beginners and those who enjoy long carvings. SkiStar also presents Sweden’s first solar powered ski lifts. From this winter three of Åre´s largest lifts VM:8, Sadel Express and Duveds Linbana will be solar powered through a partnership with Fortum.

Between 14th and 18th of March Åre hosts the [World Cup final in Alpine skiing](http://are2018.com/). All the world's best riders will gather in Åre to decide who will be the **King and Queen of the World Cup in 2018**. A great warm up for the alpine championchips in 2019.

**New accommodation options** for larger groups are introduced, among them Kaffestugan in central Åre with 20 beds, also the 380 square metre large Åre Chalet in the middle of town. November will also see the launch of This Is Åre, a platform for premium segment accommodation booking.

**Various new activities options** are added such as [Snow Quad](https://www.exploreare.se/snow-quad-safari-with-fika-eng/) [by Explore Åre](https://www.exploreare.se/snow-quad-safari-with-fika-eng/), cross-country ski clinics in various places throughout Åre with surroundings by [Åreguiderna](http://www.areguiderna.se/en/aktiviteter-i-are/vinter-aktiviteter/), and also a huge offering of group activities and rental of tour skating gear by [Camp Åre](http://www.campare.se/en_GB).

[Holiday Club Åre](https://www.holidayclubresorts.com/en/resorts/are/) continues its profiling as the training resort where **all the activites are included:** training at SATS gym and the activity programmes in Active Inclusive offering items such as snow-shoe hikes, family yoga, swimming school and winter running.

[Granen Hotel](http://aregranen.se/en/) is also augmenting the scope of activities and with the new part owner rap artist and entrepreneur Petter Alexis Askergren these range from training weekends and wine festival to interesting live music acts.

**A large portion of the Swedish artist elite** will perform at the [Bygget](http://www.bygget.se/) nightclub. And the popular après-ski venues including [Fjällgården](https://www.fjallgarden.com/) and [Årehyddan](http://arehyddan.se/english/) tempt with a well-packed selection of live bands.

In addition to these, **last year’s successful premiere event** [Åre Sessions](http://www.aresessions.se/) will be back for the last weekend of April.

All of the Åre novelties are presented in the attached document.

Please also see an overview of all the events this coming winter in the attached document.

**For more info:**

Helena Engelbrecht

PR Åre Destination

+46735 322 529

[helena.engelbrecht@aredestination.com](mailto:helena.engelbrecht@aredestination.com)

Therese Sjölundh

CEO Åre Destination

+4670 347 86 87

[therese@aredestination.com](mailto:therese@aredestination.com)

**Åre Destination in short:**

Åre Destination AB is owned by the business community in Åre and is a collaboration platform for the development of Åre as a year-round destination. Our vision is to become Europe's leading alpine year-round destination. Together we create the conditions for long-term and sustainable development of Åre.

[aresweden.com](http://www.are360.com/en/)

**Åre in short:**

Åre is the alpine capital of Scandinavia, a Swedish mountain gem with an international atmosphere.

The train stops in the middle of the village and there are two international airports within an hour's drive - one in Östersund and another in Trondheim/Vaernes. Åreskutan is the norths largest meeting place for year-round activities with a focus on skiing, biking and hiking. Magnificent views, a vibrant nightlife, shopping, world-class gastronomy and a mix of guests, residents and seasonaires make Åre a unique place.