



**ÅRE**  
**2019**

CANDIDATE FOR FIS ALPINE WORLD  
SKI CHAMPIONSHIPS ÅRE SWEDEN

# BID BOOK ÅRE 2019

## INTRODUCTION

The FIS Alpine World Ski Championships 2007 in Åre was ground-breaking in many ways, and we are proud of our history and achievements – but good can be great!

We want to look to the future, to challenge ourselves by hosting a FIS Alpine World Ski Championships 2019 that is extraordinary, more impressive and innovative than ever before. We welcome new technology, as it is extremely important to use the best tools available to make visiting Åre easy for teams, the media and other guests.

We will work innovatively, holding an event that is as green and climate-smart as possible. We will use the championships as a platform for reaching out to the skiers of the future, and to potential new sponsors and partners for our alpine sport. Our skilled staff and volunteers will have even more experience and education. The arena and competition venue will be further developed, producing better races and easier access for all involved; from athletes to servicemen, from the media to spectators.

Sport and skiing are extremely important to Åre, and we excel at taking care of our guests and hosting great events. The heart of Swedish alpine skiing is here.



PHOTO: JONAS KULLMAN

## LEGACY

Vision 2020 is Åre's growth strategy as a destination, and is the shared vision of Åre Municipality, Åre's business community, Skistar Åre AB and Holiday Club AB. It can be summarised as: Åre - Europe's most attractive year-round alpine destination. There are four aspects to the vision: Unique experiences - all year round; Environmental responsibility; A boundless welcome; Attractive living environment.

Åre is the birthplace of Scandinavian alpine skiing and home to Sweden's alpine national arena, which brings the national ski team together with ski academies and clubs. Åre, including Duved, is undergoing increasing development for alpine training and competition, all with the aim of benefitting the sport. Åre is taking a great responsibility for the future of alpine skiing.

Environmental issues are extremely important in Sweden, and the general public expects environmental matters to be taken seriously by every major event organiser. Reusing and recycling, the sustainability and management of materials, raw materials and energy form the basis of preserving natural resources. Vision 2020 includes half of all the electricity used in Åre coming from renewable sources, such as hydro and wind power, and local businesses working to reduce their energy consumption.

Following a government decision, Åre is part of a project that includes Bohuslän, Stockholm archipelago, Astrid Lindgren's World and Kiruna Lapland. These five tourist destinations have been allocated additional funding to boost sustainable development and to strengthen their capacity for innovation, quality and competitiveness. The Swedish Agency for Economic and Regional Growth has allocated

*Åre is taking a great responsibility for the future of alpine skiing.*

### HIGHLIGHTS

- **COMMON GROWTH** strategy for Åre
- **SUSTAINABILITY**
- **ÅRE AND FOUR OTHER** tourist destinations have been selected to work on the development of sustainable tourism
- **ÅRE HAS A LONG HISTORY** of organising alpine events.
- **THE TARGET** is to host at least five annual international events, not only in alpine skiing.



*Åre has a long history of organising alpine World Cups and recognises how important major events are to developing the destination.*

SEK 60 million to the project, which runs from 2012 - 2014, with a possible extension to 2015. Each of these five areas is an attractive destination that has come a long way in its internationalisation, and which has established forms of collaboration between the destination's stakeholders.

Hosting a world championships is catalysing for a destination, and is proven to increase the number of domestic guests and foreign guests, as well as increasing employment in the area. For the boundless welcome that is part of Vision 2020, the aim is that Åre will have doubled the current number of international guests – a vision that can be realised with the help of international events such as the FIS Alpine World Ski Championships.

Åre, with its long history of organising alpine World Cups, recognises that major events are important to the destination's development. As an organiser, we are aiming for overall improvement - revitalising our organisation and recruiting more volunteers for the future. We extend a warm welcome to major events such as world championships on a regular basis, not only in alpine skiing.

Planned investments in new lifts and new accommodation, along with other far-reaching plans, show that Åre is a place to be reckoned with on the alpine map of the future.



## GENERAL SPORTS ORGANISATION / VENUES AND FACILITIES

# THE ARENA

The alpine competition area already has all the necessary facilities; however, there are plans to develop the area further.

We will use one competition area, with one finish area for all races. There is a plan for a chairlift from the finish area to just below Stövelbranten, a planned chair lift from VM-platån to the Ladies Downhill start and a planned extension of the final tunnel that provides free passage under the race course, from the training course to the chair lift. There is also an advanced plan for a building of approximately 1500 m<sup>2</sup> that can house the sub media centre, race office, VIP garage and/or hospitality. There will also be improvements to the snow making system in both the Ladies Downhill course and in the training area in Duved.

The planned construction start for the abovementioned improvements is the autumn of 2014. They will be completed by the test event in 2018.

The training courses will be located in Åre and Duved, and ski testing tracks will be located close to the race arena in Åre. Unconditional use of the competition area, training courses and ski lifts has been granted by the ski resort's owner, Skistar AB.

The athletes' village is located with walking distance of the competition area. Almost all the teams will be accommodated here, with easy access to training, races and the town square.

The alpine competition area in Åre is designed to produce minimal disruption to the destination's other guests. Even when training and racing, the arena is designed for easy access in all possible situations, with almost no barriers to the surrounding areas, such as the training and ski testing tracks.

*“The athletes' village in Åre, with ski in-ski out and everything in one place makes life easier for athletes during championships, as logistics often use up a great deal of energy. It is also more enjoyable to be able to meet each other off the slopes as well.”*

*– MARIA PIETILÄ HOLMNER,  
Giant Slalom silver medallist, FIS Alpine  
World Ski Championships, Åre 2007*

## HIGHLIGHTS

- **PLUG'N'PLAY** – we are ready to host a championship tomorrow.
- **WALKING DISTANCE** from the athletes' village to racing and training facilities.
- **RACING, TRAINING AND TOURISTS** – the competition arena is designed for easy access in all possible situations.



## TECHNICAL SPECIFICATIONS OF RACE COURSES

### ALPINE SKIING (IN METRES ABOVE SEA LEVEL)

| EVENT                     | START  | FINISH | VERTICAL DROP | LENGTH |
|---------------------------|--|--------|---------------|--------|
| <b>MEN</b>                |  |        |               |        |
| Downhill                  | 1240   | 396    | 844           | 2922   |
| Super G                   | 1033   | 396    | 637           | 2172   |
| Giant Slalom              | 812  | 396    | 416           | 1308   |
| Slalom                    | 613  | 396    | 219           | 740    |
| SC Downhill               | 1151   | 396    | 755           | 2638   |
| SC Slalom                 | 582  | 396    | 186           | 624    |
| <b>LADIES</b>             |  |        |               |        |
| Downhill                  | 1055   | 396    | 659           | 2236   |
| Super G                   | 971  | 396    | 575           | 1903   |
| Giant Slalom              | 796  | 396    | 400           | 1257   |
| Slalom                    | 582  | 396    | 186           | 624    |
| SC Downhill               | 971  | 396    | 575           | 1903   |
| SC Slalom                 | 582  | 396    | 186           | 624    |
| <b>TEAM EVENT</b>         |  |        |               |        |
| (Parallel)                | 487  | 396    | 91            | 309    |
| <b>Training courses</b>   | Lundsrapet • World Cup backen • Tottbacken<br>Mullfjällsbacken • Hamrebacken |        |               |        |
| <b>Ski Testing tracks</b> | Rödkullen area   |        |               |        |
| <b>Snowmaking volumes</b> | Air 400 m <sup>3</sup> /min<br>H <sub>2</sub> O 1000 m <sup>3</sup> /h       |        |               |        |



# ÅRE SKI AREA

■ Race arena

■ Training/qualification races





MANAGEMENT / HUMAN RESOURCES / VOLUNTEERS

# THE PEOPLE

Åre and the county of Jämtland are ready to organise another FIS Alpine World Ski Championships. We have an experienced organisation and a world-class network of qualified staff and volunteers with annual experience of the FIS Alpine World Cup hosted by Åre.

Åre has almost 60 years of experience of international events and will take full responsibility for the recruitment of well-trained staff and volunteers. Our success is rooted in a network of around 20 local ski clubs, as well as 240 athletes from 11 Swedish ski academies, and their teachers and coaches.

During the FIS Alpine World Ski Championships we will have around 1600 volunteers, of whom a quarter will be working on the slopes.

The candidacy committee consists of representatives from the following stakeholder organisations:

- The Swedish Ski Association
- The County Administrative Board
- The Regional Council of Jämtland
- Regional trade and industry
- Åre Municipality
- Skistar Åre AB, the owner of the ski area
- World Cup Åre AB, the local World Cup organisers
- Destination Åre AB, the local tourist organisation

To support them, Åre 2019 will establish a regional advisory and coordinating group to represent local and regional interests, including representatives from sports, tourism and business. The aim of the group is to create regional support and involvement, resulting in simpler decision-making for all the involved parties.

## SPORTS EXPERIENCE

Overview of the most important international sports events hosted in Åre.

- 1954** FIS Alpine World Ski Championship
- 2007** FIS Alpine World Ski Championship

- 1969** FIS Alpine World Cup
- 2013** FIS Alpine World Cup

25 Alpine World Cup events with a total of 89 World Cup races: 17 Downhill, 25 Slalom, 27 Giant Slalom, 11 Super G, 6 Combined, 1 Super Combined and 2 Nations Team Event.

- 1971** FIS Alpine World Cup Finals
- 1990** FIS Alpine World Cup Finals
- 1993** FIS Alpine World Cup Finals
- 2001** FIS Alpine World Cup Finals
- 2006** FIS Alpine World Cup Finals
- 2009** Alpine World Cup Finals

- 1989** Freestyle World Cup (Moguls)
- 2008** Freestyle World Cup (Moguls)
- 2009** Freestyle World Cup (Moguls)
- 2010** Freestyle World Cup (Moguls)
- 2011** Freestyle World Cup (Moguls)
- 2012** Freestyle World Cup (Moguls)
- 2013** Freestyle World Cup (Moguls and Ski Cross)

- 1999** UCI World Championships (Mountain bike)

ACCOMMODATION / TRANSPORTATION / ACCREDITATION

# THE GUESTS

All teams, the FIS family and guests will be accommodated in central Åre. Other accredited persons, including media representatives, will be within a 10 km radius of central Åre. Volunteers will be accommodated in nearby villages, at an average distance of 15 km from the competition area. We can offer an additional 18,000 beds within a 50 km radius of central Åre.

In addition to the accommodation that is currently available, there are some plans of interest to the event. In Åre Björnen, 3,750 beds are planned, of which 1,200 are commercial beds owned by Skistar AB; the remainder will be privately owned. Skistar Åre AB is planning another 1,000 beds in central Åre.

Skistar Åre AB is the central booking agency for all Åre's tourist accommodation, and presently uses one of the most advanced booking systems available on the Internet. Accreditation can be integrated with this system.

Åre resort has guaranteed the candidacy committee access to the number of rooms and apartments necessary to accommodate the requirements of a FIS Alpine World Ski Championships. The guarantee also includes the prices for rooms and accommodation during the FIS Alpine World Ski Championships 2019 not exceeding the standard prices for the same period in the previous season (2017/2018).

*“Skistar Åre AB believes the existing booking system has great potential for integrating the accreditation process, resulting in a one-stop shop for all target groups, from teams to the media and VIP guests.”*

*NICLAS SJÖGREN BERG,  
Destination Manager, Skistar Åre AB.*

## HIGHLIGHTS

- **TWO INTERNATIONAL AIRPORTS** within two hours of Åre
- **EASY ACCESS** by car, train and bus
- **ACCOMMODATION** ranging from five-star hotels to youth hostels
- **10,000 BEDS** with a radius of 15 km from central Åre



## LOCAL ACCOMODATION



PHOTO: NICKLAS BLOM

## MARKETING

## TEAM 2019

It is important for Åre 2019 to invest in the Swedish national team. For successful championships on home soil it is necessary to have athletes who can fight for medals and are at the peak of their career. The six medals that stayed in Sweden were one of 2007's success stories. The Swedish Ski Association has already started work on supporting the national team in their bid for success in 2019, improving the chances of success and helping younger athletes start their careers.

The Swedish Ski Association knows the importance of long-term thinking in introducing children to skiing and to competing in alpine sports; it has been working on a concept called "Everyone on Snow" since 2010. The target group is children aged 10, who can have a go at skiing, both cross-country and alpine, during an "Everyone on Snow" day; the children have free access to equipment, an introduction to snow and the joy of skiing. Everything is done in a safe and playful way, based on each child's own wishes and with the support of teachers and leaders who are trained to work in snow sports. The Swedish Ski Association's goal is that enjoying skiing should be an integral part of an active lifestyle.

The national ski academies in Sweden are also developing, with more disciplines and more students. There is also an increasing trend for more regional ski academies, proving that the demand for places is high.

*"It is natural for the Swedish Ski Association to invest in the future. Domestic success is one of the key elements of a championship on home soil. The Swedish Ski Association is committed to building a strong and successful team for Åre 2019."*  
 – NIKLAS CARLSSON, Secretary General, Swedish Ski Association

## HIGHLIGHTS

- **TEAM 2019** – a young growing team with great potential
- **IMPORTANCE** of strong regeneration
- **KEY ELEMENT:** successful championships – successful national team



**BROADCAST OPERATIONS AND MEDIA SERVICES**

# THE MEDIA

There have been many recent developments in Åre's technical infrastructure, both as a resort and in the ski area, where the competition arena has progressed rapidly. We now have permanent free Wi-Fi in the finish area, including the commentator cabins, mixed zone, TV compounds, sub media centre and the studios for the HB and international broadcasters. High speed Internet and ADSL, as well as free Wi-Fi, will be available in the media centre and the IBC.

The fibre-optic network and CATV remain in place. Åre has two different distributors for fibre-optics, with several routes into the centre. This means that we will always have working fibre-optics in the necessary areas.

Åre already has a functional 4G mobile network and the resort is a priority for national IT infrastructure investments. 4G means the mobile phone network now has a speed of 150 MB/s.

Thanks to the annual Alpine World Cup, we put a great deal of effort into maintaining good international relations with the media and understand that technology is a very complex and important area, with no room for downtime. In order to ensure perfect working conditions during the FIS Alpine World Ski Championships 2019, we will work with experienced and reliable suppliers. We intend to maintain previously established partnerships with leading providers and developers, ensuring that the most up-to-date technology is in use in 2019.

*"The organisation and efficiency of Åre has always impressed me. There is a winning mix of expertise in the organisation, with both veterans and younger, innovative enthusiasts. I always look forward to coming to Åre in my role as TV director to work with the great people on the organising committee and with the alpine races."*

- JOHAN BERNHAGEN, TV Director NCP

## HIGHLIGHTS

- **HIGH TECHNOLOGY** already available in the finish area
- **HIGH-SPEED NETWORK** from start to finish in the race arena
- **INFRASTRUCTURE**
- **GOOD MEDIA RELATIONSHIPS**



ENVIRONMENTAL PROTECTION AND MANAGEMENT / SUSTAINABILITY

# THE ENVIRONMENT

It is impossible to overestimate the importance of environmental management; it is a hot topic, one that will determine our future and that of coming generations. Even though Sweden has fine traditions and strict environmental regulations, when it comes to safeguarding the natural world we need to make extra efforts at an event such as this.

Entrusted with hosting the FIS Alpine World Ski Championships 2019, we will adopt an ambitious environmental programme. This will include criteria that prioritise climate-friendly alternatives.

Skistar Åre AB will complete ISO certifications 14001 and 9001 at the end of 2013. They include the environment in the ski area, such as lifts, snowmaking, piste preparation and grooming, garages and quality assurance for the guests in the area, ensuring that the right expertise is in the right place at all times.

All the power used in the competition area, and the entire ski field, is green electricity – i.e. produced from renewable sources such as wind or hydropower. This comes from local power sources in the county of Jämtland.

For Åre, as a resort and as a municipality, it is important that everything that is built, and in which money is invested, not only benefits major events, but that it also makes Åre a more attractive tourist destination and a better living environment for its inhabitants.

The aim is to improve the quality of the ski resort and to have minimal environmental impact. Åre 2019 will seek ways of contributing to emission reduction projects and attempt to make the FIS Alpine World Ski Championships 2019 a carbon-neutral championships.

*The overall goal for Åre's candidacy, as regards green issues, is to minimise and neutralise the event's environmental impact.*

## HIGHLIGHTS

- **ONLY GREEN ELECTRICITY** from wind and hydropower used in the competition area
- **LOCAL RENEWABLE ENERGY**
- **ONE OF THE FIRST SKI RESORTS** in northern Europe with ISO certifications for both environment and quality assurance
- **CARBON NEUTRAL**



THE SKI FESTIVAL / ALPINE FESTIVAL

# THE EXPERIENCE

Åre is compact, with the restaurants, race arena, hotels and nightclubs all close to the central square, which will be used as the medal plaza and for the opening ceremony and all the medal ceremonies. Each evening, the medal ceremonies will mark the start of night's activities, with programmes of events in Åre's restaurants and bars, as well as in designated areas.

The candidacy for Åre 2019 will work to bring the audience closer to the sport and to provide a unique spectator experience – perhaps a tribune at the start or on the hill, at the most spectacular places on the course.

Sponsor hospitality will be located close to the finish arena, either in the planned building of 1500 m2, or in the area between the finish area and the lake; this is also where the sponsor exhibition will be located.

Different arenas will be used to entertain and attract different ages and audiences. One successful concept in 2007 was the Festival Arena, which was a venue for performers, après ski and exhibitions, along with an action sports arena for a younger audience and entertainment for more mature visitors. We feel it is important to develop this further and improve the visitor experience.

*“Audi has a long history as a sponsor of alpine events. Its annual activities in Åre are built on a good relationship with Åre and their knowledge of how to ensure that our sponsorship produces optimal results.”*

*– NIKLAS HENNING, former Downhill World Cup racer and Sponsor Manager for Audi Sweden.*

## HIGHLIGHTS

- **COMPACT RESORT** with short distances between all designated areas
- **GOOD AT ATTRACTING** different target groups and associated events
- **LONG TRADITION** of sponsor activities

## COMMUNICATIONS AND PROMOTIONAL ACTIVITIES

## MARKETING

For Åre, the municipality, the county of Jämtland and the Swedish Ski Association, it is important to host major sporting events such as the FIS Alpine World Ski Championships 2019.

The developments and investments connected with such events advance the region and the destination, with the marketing associated with television airtime also being important.

Effort will be put into analysing local and regional target groups for potential spectators in order to find an identity, programme and content that will attract them to the FIS Alpine World Ski Championships 2019. This is one of Åre's key areas for delivering a great sporting festival with big crowds on all race days.

The role of marketing and communications is to ensure the best possible awareness and interest from visitors, the media and sponsors. Attracting sponsors and spectators is essential in ensuring a sold-out race arena.

To prevent ambush marketing, Åre 2019 has close cooperation with the resort and with the municipality. As far as marketing is concerned, further measures will be taken to guarantee that only the official sponsors of the FIS Alpine World Ski Championships 2019 receive publicity. Åre Municipality is the official body that approves signage along the roads, in the resort and in the rest of the municipality.

The FIS Alpine World Ski Championships 2019 will benefit from the knowledge generated at Falun 2015 and their "Virtual Arena" project, producing a smart phone app that allows visitors, the media and sponsors constant access to information about the event, ticket sales, bookings, marketing, social media and, closer to the event, up-to-date information about each day's programme.

## HIGHLIGHTS

- **ÅRE SKI RESORT** has strong brand recognition
- **IN-DEPTH KNOWLEDGE** and experience of sponsor hospitality
- **AN AREA** that hosts many events, both summer and winter
- **EXCELLENT HOST**
- **GOOD COOPERATION** with rights holders



VENUES / INFRASTRUCTURE / ENVIRONMENTAL ASPECTS

## THE FUTURE

The Swedish Ski Association is continually working to increase the number of skiers in Sweden. Hosting the FIS Alpine World Ski Championships is an honour, but it is also as a great communication platform for reaching out to a wider audience of all ages and nationalities.

Our goal is to spark children's interest in skiing, and we want to make it possible for future generations to be able to ski like we do today.

"Best in the world - everyone on snow" is the vision of the Swedish Ski Association. This encompasses elite skiers the top and a wide base with skiers of all ages and skills.

We know that an international championship, such as the World Championships, increases our visibility and awareness among our international guests. Our goal is to have double the number of international guests and triple the accommodation capacity by 2020.

The goal for the up-and-coming talent of Åre Slalom Club is to stand at the start of a home FIS Alpine World Ski Championships 2019. Åre will be even more firmly located the alpine map of the future.

*"I love training and racing in alpine skiing, so it would be wonderful to be at the start on home ground in 2019."*

*- LISA NYBERG, aged 11, up-and-coming Åre talent.*

### HIGHLIGHTS

- INCREASE THE NUMBER OF SKIERS in Sweden
- COMMUNICATION PLATFORM for reaching a wider audience

PHOTO: NISSE SCHMIDT



## CONCLUSION

We want nothing more than to welcome you to the next winter fairytale in Åre, 2019, where the story will be transformed from good to great!



[www.aren2019.com](http://www.aren2019.com)