

# **The Nordic Ski Report**



WINTER 2024/25



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### The Nordics Are Dominating Winter Skiing and Winter Investments in 2024/2025

ver the past few years, one trend has become crystal clear: if you're looking for reliable winters, look North. While traditional ski regions like the Alps and parts of North America have faced unpredictable conditions, the Nordic countries – Sweden, Norway, and Finland – have quietly cemented their position as Europe's snow-sure skiing destination.

But it's not just the dependable snow that's drawing attention. Something exciting is happening in the Nordic property markets tied to ski tourism, and 2024/2025 looks to be the year these opportunities really take off.

Let's start with the skiing itself. Nordic winters continue to deliver, and last season was no exception – consistent snowfall, extended seasons, and slopes that felt a world away from the chaotic crowds in more traditional resorts. For those in the know, Nordic skiing is all about combining worldclass terrain with an unspoiled, local feel. Whether it's the family-friendly runs in Sälen, the dramatic peaks of Norway's Lyngen Alps, or Finland's wellgroomed trails in Levi, there's a ski experience for everyone here. And let's not forget: with over 500 ski resorts, there's still untapped potential for both skiers and investors.

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The Nordics have long flown under the radar, but 2024/2025 is shaping up to be a tipping point. Investors are recognizing the value of regions that combine stable economies, growing tourism, and reliable winters.

#### A New Wave of Development Opportunities

What makes this season particularly exciting is the broader momentum in the Nordic regions. Northern Sweden, for example, is in the middle of an economic boom driven by investments in green industry and infrastructure – though Northvolt in Skellefteå has faced some setbacks (which we hope will prove to be temporary), we continue to see other cities like Umeå, Luleå and Kiruna becoming hubs for new industries, workers, and tourism. Similar patterns are emerging across Norway and Finland, where improved transport links and economic growth are creating opportunities for real estate development in and around ski regions.

We're also seeing increased interest in year-round attractions that complement ski tourism. Indoor ski resorts are a perfect example – projects like SNØ in Oslo have shown how skiing, retail, and hospitality can combine to create vibrant hubs for both visitors and locals. These multi-use developments aren't just about skiing; if done right, they represent a whole ecosystem of opportunities, from hotels to residential and commercial spaces.

#### Why Now?

The Nordics have long flown under the radar, but 2024/2025 is shaping up to be a tipping point. Investors are recognizing the value of regions that combine stable economies, growing tourism, and reliable winters. While the Alps grapple with questions about long-term viability, the Nordics offer something increasingly rare: predictability.

At Newsec, we've taken a closer look at the property markets in key Nordic ski destinations and identified clear opportunities for growth. From emerging resort towns to more established areas, the potential for development spans hospitality, housing, retail, and infrastructure.

For anyone looking to get ahead of the curve, the Nordic ski season – and its untapped real estate potential – is ready and waiting.



Adam Tyrcha Head of Ski Head of Research Newsec Sweden



# **Commercial Markets**



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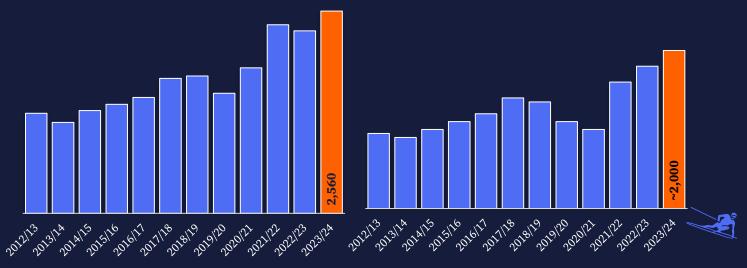




**Fed up with barren slopes in the Alps?** Discover the enchanting world of Nordic skiing, where breathtaking destinations and reliable snow conditions await. Since the pandemic, Nordic ski resorts have seen a surge in popularity, as travelers seek closer, unique winter experiences.

What truly sets Nordic ski resorts apart is their impressively long season, stretching from November to September. Whether enjoying early-season snow or late-summer glacier skiing, Nordic destinations offer nearly year-round adventures for winter sports enthusiasts.

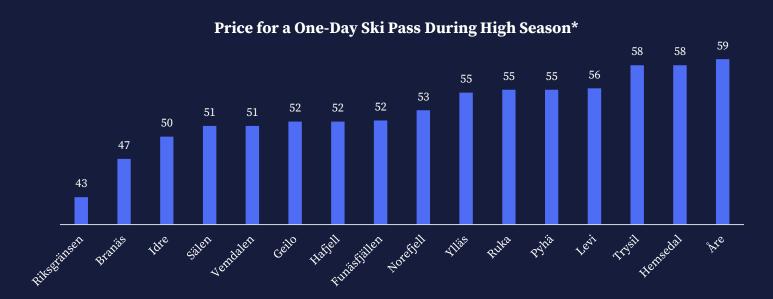




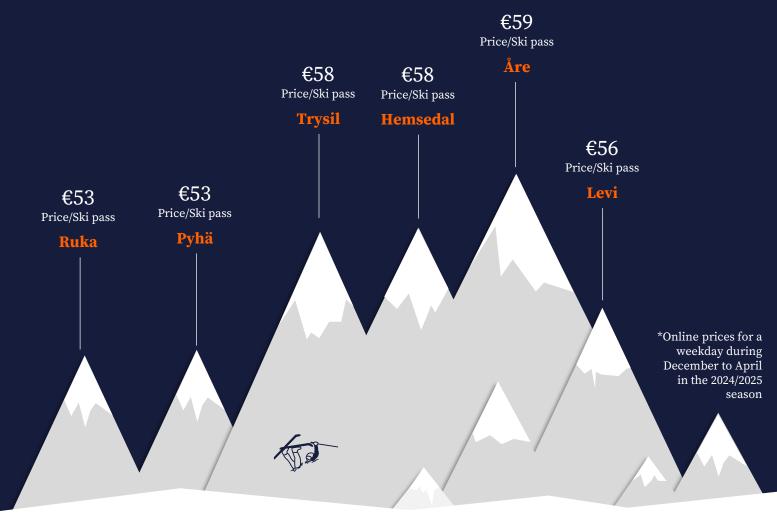
Source: SLAO 2024, Norske alpinanlegg og fjelldestinasjoner 2024



## Åre Tops the List of Highest Ski Pass Prices in the Nordics



Nordic Ski Passes: Top 6 Ski Pass Prices 2024



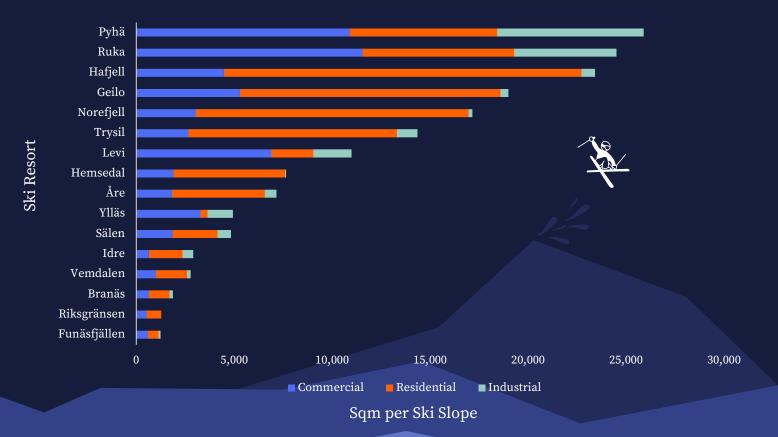
Despite rising ski pass prices in the Nordics over recent years, they remain relatively affordable compared to the Alps, where one-day high-season ski passes\* typically range from €60 to €100 in the most popular resorts.



# Significant Shortage of Industrial Real Estate

#### Unrealized Opportunities in Industrial Real Estate

In each ski resort, the supply of industrial properties is smaller compared to commercial and residential properties – despite industrial properties being smaller in size than other properties. This indicates a potential investment opportunity in conjunction with the major industrial undertaking in the north.

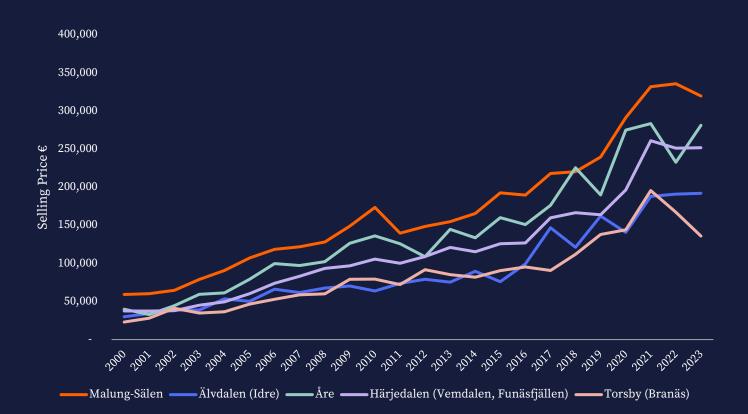


Source: Datscha, Skistar



### **Rising Prices of Holiday Homes**

#### Average Vacation Home Selling Prices in Swedish Ski Resort Municipalities



The selling prices of vacation homes in ski resort municipalities across Sweden have exhibited a steady upward trend, occasionally punctuated by minor fluctuations. Since the year 2000, these prices have seen an impressive average growth rate of 529% in the surveyed ski resort municipalities. Notably, Åre has witnessed the most substantial surge in prices, with an astounding 604% increase, surging to more than six times its value. Newsec foresees further potential for prices to increase in step with new investments in these regions.

"Average growth rate of 529% since 2000 in surveyed ski resort municipalities"



### Indoor Skiing A Solution for Snowless Winters?

Since the first indoor ski facility opened in Berlin in 1927, the concept has spread globally, with over 100 centers in 36 countries. Iconic examples, like Dubai Mall's indoor resort, highlight the demand for year-round skiing in diverse environments. In the Nordics, indoor ski centers remain rare, as natural snowfall still meets demand. Many ambitious projects have stalled, and some existing ski tunnels have closed.

In Sweden, indoor skiing is limited to cross-country facilities. The Torsby Ski Tunnel, inaugurated in 2006, was the first of its kind, featuring a 1.3-kilometer track catering to both recreational and professional skiers. Another notable facility is Skidome, located in the Prioritet Serneke Arena, which offers a 1.2-kilometer loop, accommodating both classic and skate skiing styles. It also provides amenities such as a restaurant and equipment rental services. In Finland, many indoor ski tunnels have been closed and it is unclear how many are left.



Norway's SNØbyen marks a significant advance in indoor skiing, centered around SNØ, one of the world's largest indoor ski arenas with 36,000 square meters of snow-covered terrain. The arena offers activities like alpine skiing, snowboarding, freeskiing, cross-country skiing, and ice climbing, alongside year-round attractions such as a trampoline park, fitness center, and climbing gym. Conveniently located near Oslo and Gardermoen, SNØbyen is well-suited for both visitors and residents.

The development blends commercial, residential, and recreational spaces, featuring key landmarks like Luhrtoppen, Fjellhus—the largest office building by 2027—and 3,000 homes in neighborhoods like Snøhusene. Historical sites, such as Skårer Ødegården, add cultural value as ell. Currently supporting 600 jobs across 107,000 sqm, SNØbyen will grow to 200,000 sqm, creating 2,000 jobs. Sustainability remains central, with on-site energy production reinforcing its eco-friendly vision.

The future of indoor ski facilities in the Nordics is uncertain despite their commercial potential. While projects like SNØbyen show promise, many plans have been scaled back due to environmental concerns, high costs, and competition from outdoor resorts...

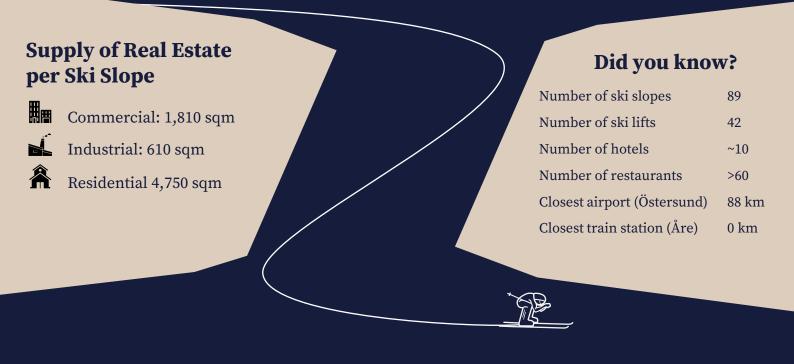


# Sweden





- Nestled in the Jämtland mountains, Åre is a premier Scandinavian ski resort offering downhill skiing for all abilities, extensive cross-country trails, and snowboarding parks in winter.
- In warmer months, it transforms into a haven for mountain biking, hiking, and fishing.
- The resort features world-class accommodations like Holiday Club Åre and Hotell Åregården, renowned restaurants such as Supper Åre and Broken, quality outdoor gear stores like Peak Performance and Naturkompaniet, and a modern coworking space at House Be.

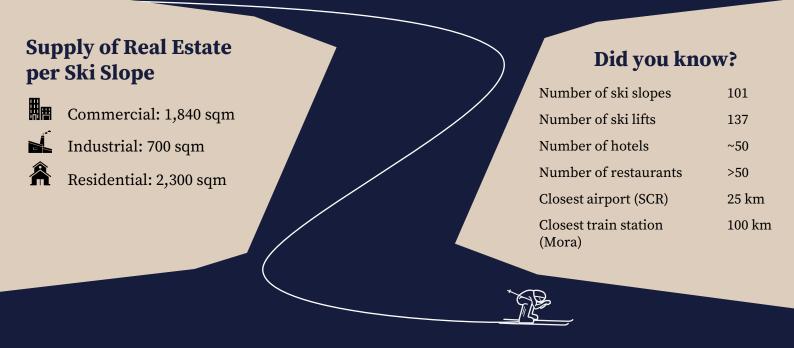








- A picturesque village in Dalarna, Sweden, and one of Scandinavia's largest ski resorts, it offers diverse slopes and activities, including serving as the starting point for Vasaloppet, the world's oldest and longest cross-country ski race.
- Visitors can enjoy extensive snowmobile trails, dog sledding through the wilderness, and a blend of casual and luxury dining options, from Pinchos to Sälens Högfjällshotell.
- The Skistar Lodge Experium provides accommodations and spa services, while Stadium Ski supplies adventure gear, complemented by quick eats like McDonald's.

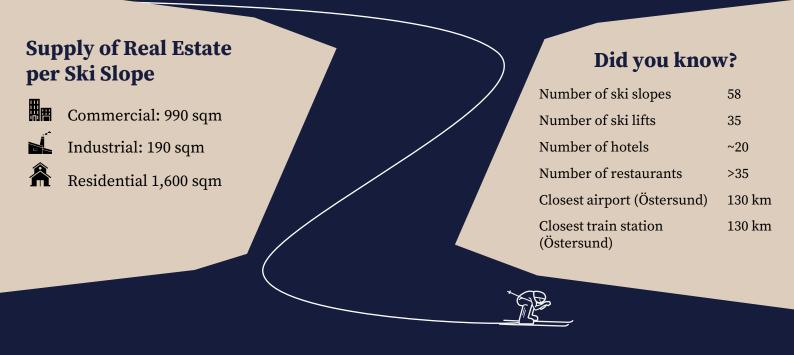








- Vemdalen, nestled in the Härjedalen mountains, is a tranquil skiing destination ideal for beginners and intermediate skiers, with well-maintained slopes and peaceful trails.
- The village offers a cozy and inviting ambiance, featuring comfortable lodges and low-key après-ski activities for those seeking a quiet winter getaway.
- Visitors can enjoy luxurious stays at Storhogna Högfjällshotell & Spa and Vemdalsskalets Högfjällshotell or experience rustic charm and fine dining at Hotell Klövsjöfjäll.



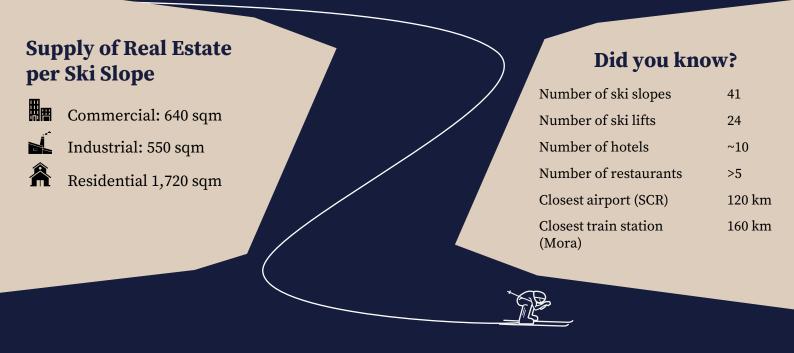
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# Idre Fjäll

- Idre Fjäll, located in Dalarna, Sweden, is renowned for its stunning natural beauty and offers diverse landscapes for both winter and summer adventures, including skiing, hiking, mountain biking, fishing, and horseback riding.
- The destination caters to outdoor enthusiasts year-round, featuring activities such as golfing at Idrefjällens Golfklubb and shopping for outdoor gear at Mountain Sports Idre or essentials at Ica Nära.
- Visitors can enjoy exquisite dining and lodging at Pernilla Wiberg Hotell, making it a perfect retreat for adventure and relaxation.

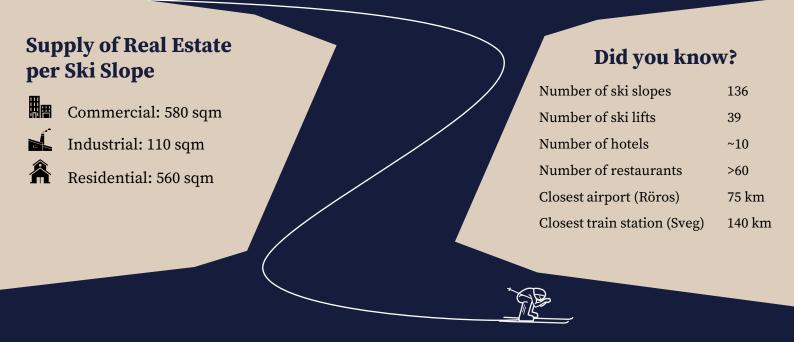








- Funäsfjällen, located in Sweden's Funäsdalen region, is a premier skiing destination offering slopes for all levels, from gentle runs for beginners to challenging trails for advanced skiers, as well as pristine crosscountry tracks in breathtaking natural surroundings.
- Visitors can enjoy comfortable accommodations at Hotell Funäsdalen, Ski Lodge Tänndalen, and Fjällgården Ramundberget, known for their Nordic cuisine and warm atmospheres.
- Beyond skiing, the area offers a wide range of activities, including padel, gyms, a scenic gondola to the mountaintop lodge, and unique attractions like Sweden's only musk ox center, Bruksvallarna's world-class cross-country hub, and traditional Sámi settlements.

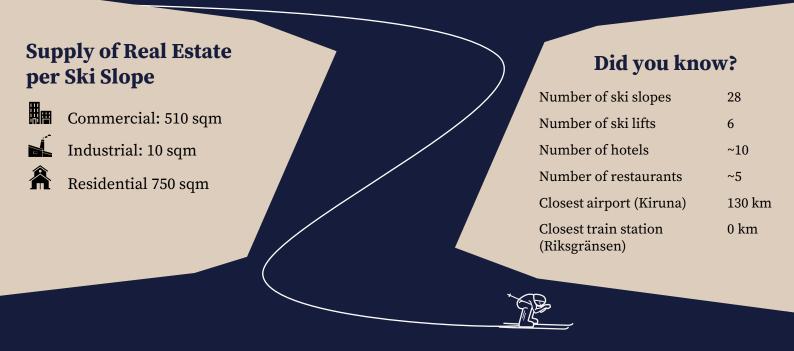








- Riksgränsen, located in Sweden's Arctic Circle, is renowned for its extended skiing season lasting into June, offering exceptional off-piste and heli-skiing opportunities amidst breathtaking Arctic landscapes.
- The area caters to all skill levels with its extensive snowfall and varied terrain, while also providing unique experiences such as the midnight sun and Northern Lights.
- Accommodations range from the comfortable Hotell Riksgränsen with stunning views to the luxurious Niehku Mountain Villa with historical charm, alongside essentials available at Ica Nära Riksgränsen and a warm stay at Arctic Lodge.

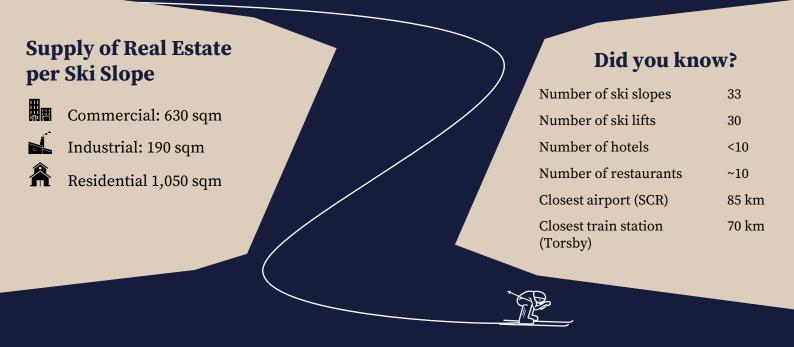








- Branäs, located in Värmland County, Sweden, is a family-friendly ski resort that caters to all skill levels and transforms into a hub for downhill biking and outdoor adventures during the summer.
- Visitors can enjoy cozy accommodations at Branäs Ski Lodge, offering apartment-style lodging next to the slopes, or nearby Wärdshuset Klarälvdalen, which provides a warm stay between Branäs and Långberget for cross-country skiing enthusiasts.
- Dining options include Brant's Restaurant with stunning views of Gondoltorget, Ladan's Kök & Bar, and Loftet Kök & Pizzeria, offering diverse menus. The resort also features après-ski events and family-friendly activities like Nintendo Land and playrooms.





# Norway

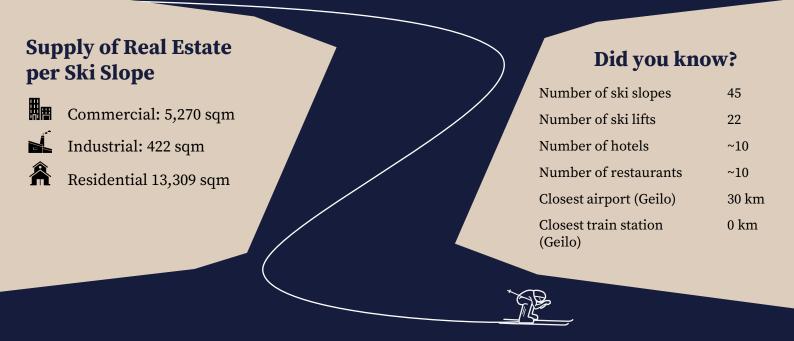
//SkiGeilo

PIN





- Geilo, located between Oslo and Bergen, Norway, is a year-round destination offering winter slopes and cross-country trails for families, and summer activities like hiking, biking, and fishing in the Hallingskarvet and Hardangervidda national parks.
- The town features shopping at Amfi Geilo and Geiloporten, high-end sporting goods at Bentestova and Geilo Sport, and culinary experiences at Hallingstuene, Smakeriet Beefbar, and Á Tartiner Bakeri.
- Accommodation options include the elegant Highland Lodge, luxurious Vestlia Resort, and the historic Dr. Holms Hotel. Geilo is well-connected by train, has a small cinema, and has been named Norway's best ski resort by the World Ski Awards for six consecutive years (2019–2024).

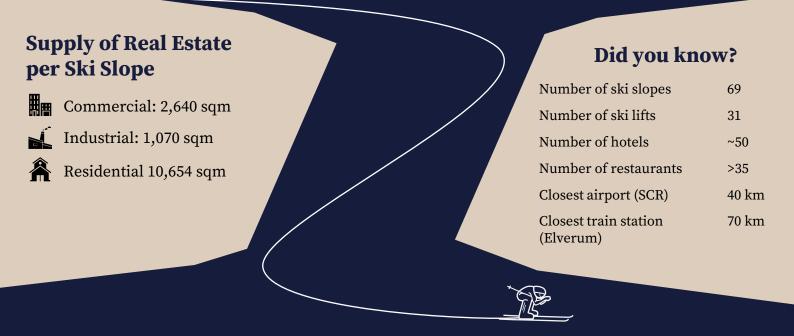


GEILOHOV





- Trysil, Norway's largest ski destination near the Swedish border, is renowned for its reliable snow conditions and caters to all skill levels with four interconnected areas, offering everything from familyfriendly runs to challenging black slopes, along with snowboarding, cross-country trails, and lively aprèsski activities.
- In summer, Trysil transforms into an outdoor haven with hiking, cycling, fishing, the Høyt og Lavt climbing park, and the award-winning Trysil Golf course, all set amidst lush forests and the Trysil River.
- Visitors can enjoy shopping at Trysilsenteret and choose from accommodations like the traditional Trysil Hotell, the modern Radisson Blu Resort, and the slope-side SkiStar Lodge Trysil.

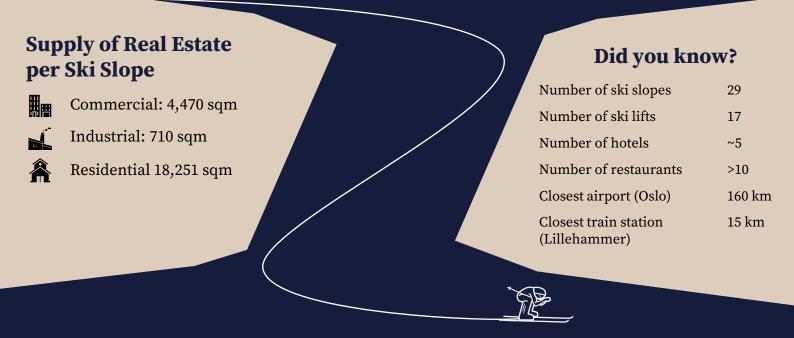








- Hafjell, located near Lillehammer in Norway, is a renowned ski resort famous for hosting the 1994 Winter Olympics alpine events. It offers slopes for all skill levels, family-friendly facilities, and a vibrant après-ski scene.
- During summer, Hafjell transforms into a hub for mountain biking, hiking, scenic chair-lift rides, and golfing at Hafjell Golfklubb. Family attractions such as Hunderfossen Eventyrpark and Lilleputthammer further enhance its appeal.
- Visitors can stay at cozy accommodations like Scandic Hafjell and Hafjell Hotell while enjoying shopping options at Hyttehygge Interiør og utemøbler for unique furniture and decor.

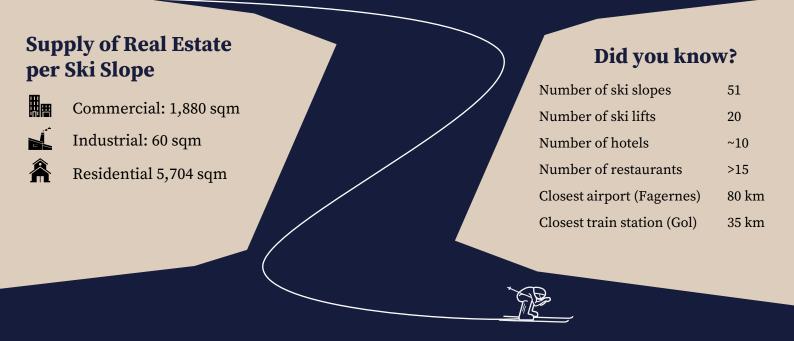


HAFJELLTOPPEN





- Hemsedal, known as the "Scandinavian Alps," offers diverse skiing options, from gentle slopes to challenging black runs, as well as cross-country tracks and a lively après-ski scene, highlighted by the iconic Stavkroa nightclub.
- During summer, the resort transforms into a haven for hikers and mountain bikers, with beautiful landscapes, fish-filled rivers, and attractions like Hemsedal's Høyt og Lavt climbing park.
- Visitors can enjoy ski-in/ski-out convenience and luxury at SkiStar Lodge Hemsedal, Skarsnuten Hotel & Spa, and Fyri Resort, while the shopping area provides essentials like sports shops, cafés, a grocery store, and Vinmonopolet.

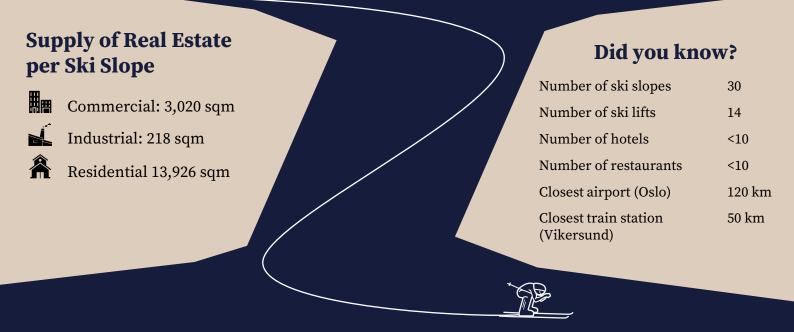








- Norefjell, known for having Northern Europe's largest vertical drop in its ski lift system, is a stunning ski destination offering slopes for all levels and breathtaking views. The area also serves as a gateway to numerous mountain hikes, including the famous Høgevarde trail.
- The main hub of activity is Norefjell Ski & Spa, which offers luxurious accommodations and facilities such as a spa, climbing wall, electric bike rentals, and horse-drawn sleigh rides. For dining and additional options, Krøderen Kro og Motell and the charming NorefjellHytta provide cozy experiences, while Noreheim is a popular wedding destination.
- In summer, visitors can enjoy golfing at Norefjell Golfklubb or take advantage of the area's beautiful nature trails, making Norefjell an all-season destination for relaxation and adventure.



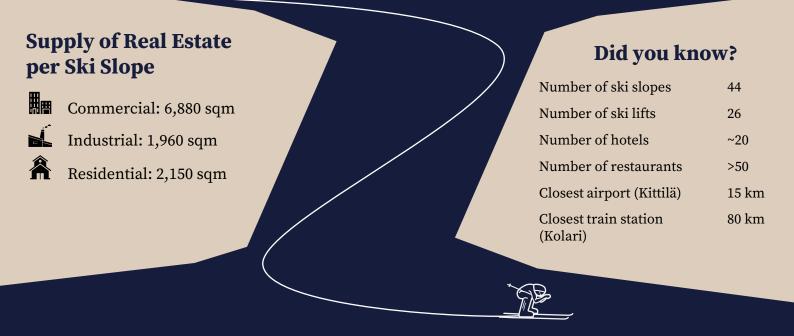


# Finland





- Levi, located in Finnish Lapland, is Finland's largest ski resort and a prominent Alpine Ski World Cup venue, offering excellent facilities, challenging slalom runs, and a long skiing season from October to May, catering to all skill levels.
- The resort is famous for Arctic experiences such as Northern Lights viewing, dog sledding, and snowmobiling in winter, while summer activities include hiking, golf, fishing, canoeing, and midnight sun adventures.
- Visitors can enjoy well-being and luxury at Levi Hotel Spa or Design Hotel Levi, culinary delights at restaurants like Kuura and Aurora Sky, and a lively atmosphere at the Hullu Poro Arena.

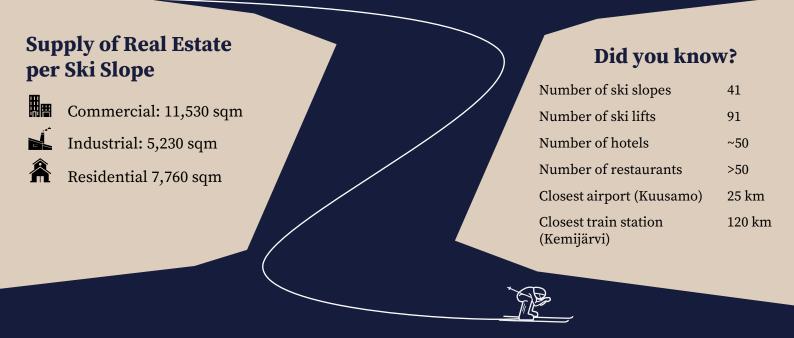








- Ruka, located in northern Finland, is a winter wonderland offering a long ski season from October to May, with excellent slopes for both beginners and advanced skiers, along with family-friendly amenities and a vibrant après-ski atmosphere.
- The resort transforms into a summer haven for outdoor enthusiasts, with mountain biking and hiking
  under the midnight sun, complemented by relaxation at Holiday Club Kuusamo Tropic and Kuusamon
  Tropiikki Spa, featuring pools, saunas, and the Angry Birds Activity Park.
- Visitors can enjoy cozy accommodations at Ruka Ski Resort, Scandic Rukahovi, and Hotel Arctic Zone, dine at restaurants like Stefan's Steakhouse, and shop at Kauppakeskus Kumpare.



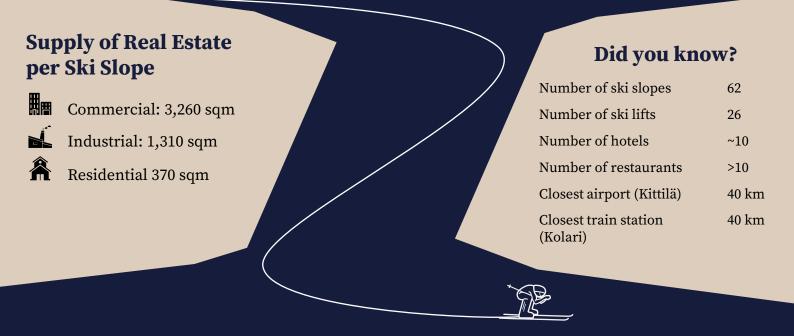
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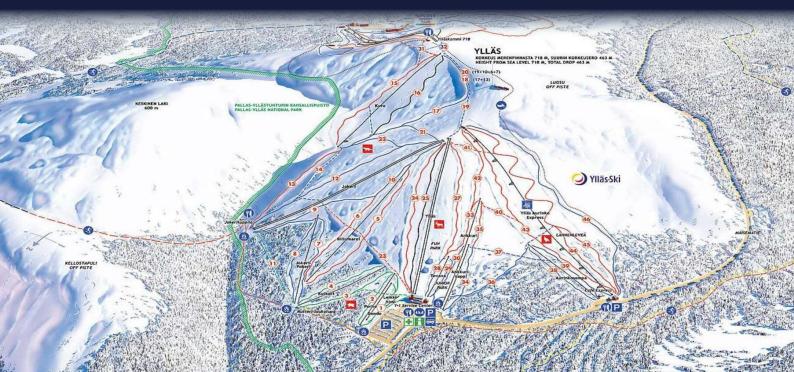
**RUKA LÄNSI** 





- Ylläs, Finland's largest ski resort, offers pristine Lappish landscapes with slopes for all skill levels, renowned for its family-friendly facilities. Cozy accommodations include Lapland Hotels Saaga and Arctic Skylight Lodge, while Y1 Ski Shop and Äkäslompolo Sport Shop cater to equipment needs.
- The resort buzzes with après-ski activities in winter and transforms into a summer haven for mountain biking, hiking under the midnight sun, and tranquil experiences like fishing and paddling in clear Arctic waters.
- Unique attractions include the enchanting Snow Village, husky sledding, reindeer safaris, snowmobiling, and snowshoeing under the northern lights, creating unforgettable Arctic adventures.



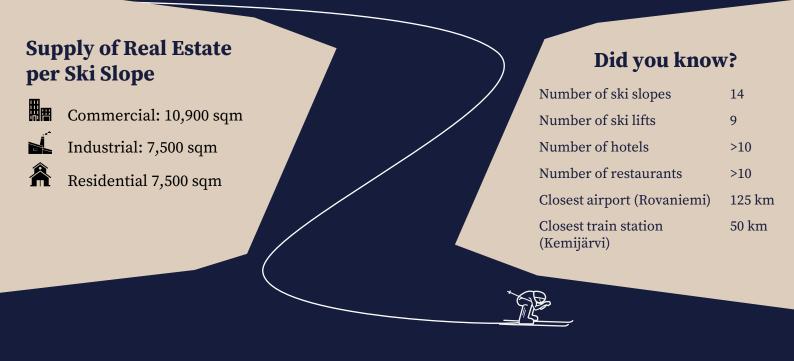




XP



- Pyhä, located in Finnish Lapland near Pyhä-Luosto National Park, is a family-friendly resort, known for its tranquil charm and freeride zones for adventurous skiers. Its season runs from November to May.
- Winter attractions include snowshoeing, Northern Lights tours, and ice karting, while summer activities feature scenic hiking trails, mountain biking, and canoeing, all surrounded by untouched wilderness.
- Visitors can enjoy ski-in accommodations like Kultakero and dining options ranging from casual slope-side cafés to refined restaurants, making Pyhä a peaceful yet exciting Lapland destination.





# **Newsec Market Reports**

At Newsec, we provide an extensive range of reports that are released multiple times throughout the year where our team of experts deep dive into the real estate market and conduct in-depth analyses of the latest market updates and segment specific market data. The market reports offer valuable insights for prospective investors, real estate oweners among other actors, helping them navigating the market.

#### Newsec Property Outlook

Since 2001, Newsec's biannual release of the Property Outlook report has been a beacon for forward-thinking insights in the real estate world. This free report, published twice a year, offers fresh perspectives on various real estate segments and challenges conventional wisdom with new thinking insights, serving as a valuable resource for investors, real estate owners, and industry professionals. Beyond current market analysis, we also scout emerging trends to help you anticipate and prepare for the future of real estate.

Download the latest Newsec Property Outlook here: www.newsec.se/insights/reports/

The next Newsec Property Outlook is released on the 5<sup>th</sup> of March 2025



#### Segment Reports Sweden









Residential



Nordic Market



Transactions



Logistics



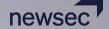
**Public Properties** 





Projects





### **Newsec Research & Strategic Analysis**

Newsec Research & Strategic Analysis provides an extensive range of services across the Nordic & Baltic region. Our offerings include tailored, data-driven market analysis and forecasting, data delivery, and management support. With a dedicated team of nearly 30 professionals, our research & strategic analysis team stands as the largest among all real estate advisors operating in the Nordics & Baltics.

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