

## Developing ski resort investments - Newsec explores untapped potential in the Nordic property market

**The Nordic countries—primarily Sweden, Norway, and Finland—offer cold winters and reliable snowfall. The Nordic region boasts over 500 ski resorts, representing approximately 8% of all global ski resorts. These resorts have thrived, providing excellent conditions and a lack of crowds due to the region's modest population of 20 million, with 85% of skiers being domestic.**

Newsec, the largest real estate consultancy in the Nordics, unveils a report that sheds light on the potential within the Nordic property market, particularly in the growing ski resort industry.

“Newsec's report not only emphasizes the potential of these Nordic ski resorts but also delves into the real estate boom accompanying the region's industrialization. Cities in northern Sweden, Norway, and Finland are experiencing a renaissance, fueled by multi-million and billion-dollar investments. The emergence of battery developer Northvolt in Skellefteå, Sweden, serves as a flagship example, with numerous other investments contributing to the region's economic revitalization”, says Adam Tyrcha, Head of Research, Newsec.

Newsec's report highlights Åre, Geilo, and Levi for their potential in terms of both skiing and investment. These destinations, among many others, are important for the growth of the Nordic ski industry and have local real estate markets which could develop further.

The connection of thriving ski resorts and promising property markets forms the core of Newsec's analysis. The report showcases the relationship between ski resorts offering excellent skiing conditions and regions witnessing substantial investments in green infrastructure. With a focus on the commercial property market in major skiing markets across the Nordics, the report identifies promising trends and potential, surpassing that of the Alps.

Newsec, a service company in real estate and beyond, offers investors, property owners and tenants a full range of services within the five business areas Property Asset Management, Advisory, Investment Management, Energy Transition and Digital Accelerator. The company was founded in 1994 and has revenues of appr 3 MEURO. Newsec employs some 2 600 people spread across the seven Nordic and Baltic markets. Read more on [www.newsec.com](http://www.newsec.com)

### Contacts

#### Elin Edelström

Press and Public Relations Director

Mobile: +46 790604080

[Elin.Edelstrom@newsec.com](mailto:Elin.Edelstrom@newsec.com)

**About Us**

Newsec, a service company in real estate and beyond, offers investors, property owners and tenants a full range of services within the five business areas Property Asset Management, Advisory, Investment Management, Energy Transition and Digital Accelerator. The company was founded in 1994 and has revenues of appr 3 MEURO. Newsec employs some 2 600 people spread across the seven Nordic and Baltic markets. Read more on [www.newsec.com](http://www.newsec.com)

**Attachments**

[Developing ski resort investments - Newsec explores untapped potential in the Nordic property market](#)

[Newsec Ski Report 2024](#)