

Exploring new horizons: Newsec Nordic Ski report highlights key trends in ski tourism and real estate investment

The Nordic region, comprising Sweden, Norway, and Finland, has solidified its position as a leading destination for winter sports enthusiasts. Renowned for its reliable snowfall, extended ski seasons, and a distinctive combination of world-class terrain and local charm, the region's 500+ ski resorts are not only winter retreats but also emerging hubs for real estate development.

This year, Newsec, the largest real estate consultancy in the Nordics, unveils its 2024/2025 Ski report, spotlighting the latest trends shaping the ski industry and the region's property markets. The report reveals a compelling narrative of innovation, affordability, and untapped opportunities in Nordic ski tourism.

"The Nordic ski industry continues to evolve, offering unparalleled skiing experiences while promoting significant opportunities for real estate investment. Our Ski Report highlights how innovative projects, affordability, and a growing focus on mixed-use developments are shaping the future of the region. This dynamic relationship between ski tourism and property markets signals potential for investors and developers alike," says Adam Tyrcha, Head of Research at Newsec.

Norway's SNØ leads the charge in redefining the skiing experience with year-round, multi-functional facilities that blend sports, retail, and hospitality. The area surrounding SNØ is undergoing significant development, with mixed-use projects that include residential housing, office spaces, and leisure amenities. This trend showcases how ski tourism can drive broader real estate opportunities, offering a blueprint for other Nordic regions.

Nordic ski resorts remain a cost-effective alternative to other global destinations, balancing affordability with exceptional skiing conditions. Leading resorts like Åre, Hemsedal, and Levi maintain competitive pricing, drawing both domestic and international visitors. Compared to Alpine resorts where ski pass prices can exceed €100, the Nordics offer excellent value without compromising quality.

The report underscores the link between flourishing ski tourism and promising property markets. From hospitality and retail ventures to residential and infrastructure projects, the potential for real estate growth in ski resort areas is vast. These developments not only enhance the visitor experience but also drive long-term economic growth for local communities.



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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

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