



PRESS RELEASE
30.4.2010

SAPPEE IS THE SKI RESORT OF THE YEAR 2010

The Finnish Ski Area Association (FSAA) held its 21st annual awards ceremony in Salla Ski Resort on April 29th, choosing the Ski Resort of the Year as well as a number of additional prizes.

The Sappee Ski Resort was chosen as the Ski Resort of the Year for 2010. The committee commended Sappee Ski Resort specifically for – their solid master plan for ski resort development as well as their innovativeness. The Sappee Ski Resort knows their customers and always encourages an active dialogue with them. The resort is open year round, and continually maintains high standards in their accommodation, restaurants, entertainment services and slope management. More information about Sappee Ski resort at www.sappee.fi

Hirvensalo is the Local Ski Area of the Year 2010.

The local ski area of Turku is located on an island off shore from the city. This winter Hirvensalo, run by the Tusla Ski Club, stayed open for more than 100 days. This past season, the area invested in a new lift-ticket system and the quality of the slopes also greatly improved thanks to a new grooming machine. The ski club always takes good care of the café and restaurant, and this year, the resort added a park to attract new-school skiers and boarders. Activities for the children in the ski school were an additional reason for their winning the award.

Talma Active is the ski school of the year 2010.

Talma Ski Resort is located in Sipoo, approximately 15 minutes from the Helsinki airport. The ski resort specializes in new-school activities and organizing ski school programs for children. The Talma Active ski school is made up of 17 ski instructors who train more than 600 children during the winter season. By consistently reacting to and adapting their practices to customer feedback, the Talma ski school has become one of the largest in Finland.

Kari Juuso from Levi Ski Resort was named the Ski Resort Person of the Year 2010.

Mr. Kari Juuso was honored with a special prize for his excellent handling of the Levi ski resort's economy. Mr Juuso is not your typical financial controller, who merely sifts through and crunches the numbers. Instead, he has been a creative thinker and proactive planner, infusing new ideas to help build a successful future.

The award winners were chosen by a group of objective business professionals, who are not directly involved with the ski resorts. The Visit Finland board member, executive vice-president Jaakko Lehtonen was chairman of the awards committee.

For more information:

Sari Tollet, Finnish Ski Area Association, sari.tollet@ski.fi tel +358 400 418 858