
FIS
ÅRE
2019
FIS ALPINE WORLD SKI
CHAMPIONSHIPS SWEDEN
PRESENTED BY
skistar

MEDAL SUMMARY

MEN'S	GOLD	SILVER	BRONZE
DOWNHILL	Kjetil Jansrud, Norway	Aksel Lund Svindal, Norway	Vincent Kriechmayr, Austria
SUPER-G	Dominik Paris, Italy	Johan Clarey, France Vincent Kriechmayr, Austria	—
GIANT SLALOM	Henrik Kristoffersen, Norway	Marcel Hirscher, Austria	Alexis Pinturault, France
SLALOM	Marcel Hirscher, Austria	Michael Matt, Austria	Marco Schwarz, Austria
ALPINE COMBINED	Alexis Pinturault, France	Štefan Hadalin, Slovenia	Marco Schwarz, Austria

WOMENS'	GOLD	SILVER	BRONZE
DOWNHILL	Ilka Štuhec, Slovenia	Corinne Suter, Switzerland	Lindsey Vonn, United States
SUPER-G	Mikaela Shiffrin, United States	Sofia Goggia, Italy	Corinne Suter, Switzerland
GIANT SLALOM	Petra Vlhová, Slovakia	Viktoria Rebensburg, Germany	Mikaela Shiffrin, United States
SLALOM	Mikaela Shiffrin, United States	Anna Swenn-Larsson, Sweden	Petra Vlhová, Slovakia
ALPINE COMBINED	Wendy Holdener, Switzerland	Petra Vlhová, Slovakia	Ragnhild Mowinckel, Norway

TEAM EVENT	GOLD – SWITZERLAND	SILVER – AUSTRIA	BRONZE – ITALY
	Aline Danioth Andrea Ellenberger Wendy Holdener Sandro Simonet Daniel Yule Ramon Zenhäusern	Franziska Gritsch Christian Hirschbühl Katharina Liensberger Michael Matt Marco Schwarz Katharina Truppe	Marta Bassino Irene Curtoni Lara Della Mea Simon Maurberger Riccardo Tonetti Alex Vinatzer

OBERHOFEN, 5TH MARCH 2019

ON BEHALF of the INTERNATIONAL SKI FEDERATION and our team in Åre, may we express sincerest thanks to you and the Local Organising Committee team for the excellent organisation of the FIS ALPINE WORLD SKI CHAMPIONSHIPS 2019 in Åre, Sweden.

We very much appreciated the great collaboration with you and your colleagues in the Organising Committee throughout the preparation of the Championships and during the event itself. Please would you also forward our thanks and best wishes to all staff, workforce and volunteers who contributed in such a meaningful way to the success of this major event that served as a great promotion for Alpine Skiing all over the world.

The Åre 2019 Local Organising Committee which includes the SWEDISH SKI ASSOCIATION and SKISTAR can really be proud of having organised excellent FIS ALPINE WORLD SKI CHAMPIONSHIPS to showcase Alpine Skiing in a great light to the world.

In addition, Åre and Sweden demonstrated that it is very well equipped to host world-class events with many capable persons involved in the successful organisation of the FIS ALPINE WORLD SKI CHAMPIONSHIPS. Despite some difficult circumstances with challenging weather, all competitions were nevertheless able to take place on the scheduled days.

There is no doubt that the welcome and warm hospitality the Åre 2019 Organisers afforded to the athletes and officials of the NATIONAL SKI ASSOCIATIONS, the representatives of the media, sponsors, guests as well as the enthusiastic spectators from different nations have left lasting memories with many persons of their enjoyable stay in Åre.

We sincerely hope that achievements of Åre 2019 will truly "Inspire the World to Ski" and motivate the next generation of Alpine skiers in Sweden.

With kindest regards,
International Ski Federation

Gian Franco Kasper, President

Sarah Lewis, Secretary General

Inspire the World to Ski

OUR VISION

THE VISION of Åre 2019, since the very beginning, was to:

Inspire the World to Ski.

In all areas of the event and its organization.

OUR MISSION

TO CARRY OUT the FIS Alpine World Ski Championships offering exceptional conditions for the sport and the athletes and to:

— protect the environment.
— provide an involved and emotional fan experience.
— enhance the resort experience.
— make Åre and the Jämtland region a better place to live.

From a long-term perspective.

OUR LEGACY

THE COMMITMENT to ensure positive legacies for the local community from the Åre 2019 FIS Alpine World Ski Championships was firmly embedded in all planning and preparations.

— Integral to all areas of activity.
— Required that all investments were to last at least until the next major Championships in Åre.
— Involved the event owners in all decisions with a long-term impact on ski racing training and competition conditions and the guest experience.

HISTORY OF THE FIS ALPINE WORLD SKI CHAMPIONSHIPS IN ÅRE



1954 • ÅRE FIRST HOSTED the FIS Alpine World Ski Championships in 1954. STEIN ERIKSEN of Norway claimed three gold medals and was crowned the undisputed king of the Championships. STIG SOLLANDER and SARAH THOMASSON each won bronze medals for the host nation.

The first edition of the World Ski Championships in Åre was the reward for massive work by BIBBO NORDENSKIÖLD and SIGGE BERGMAN to develop Åre as a ski resort and came to be thanks to their excellent relations with the International Ski Federation. The 1954 event helped establish the town as a ski racing venue and unleashed the community's potential to grow as a national and international ski destination.

2007 • OLLE ROLLÉN AND NALLE HANSSON, who succeeded Bibbo Nordenskiöld and Sigge Bergman as the power duo, spearheaded the work for a second edition of the FIS World Ski Championships. Åre was finally awarded the 2007 event, which took place in a town that had undergone dramatic development. In addition to great growth in the number of local businesses, a new arena building was built and a tunnel replaced the bridge that previously led over Highway E14 to the finish.

The start of the event itself was marred by inclement weather conditions which led to the postponement of several competitions. However, the initial difficulties were soon forgotten by the successes of the Swedish team which took a whopping seven medals. As the queen of the Championships, ANJA PÄRSON won three gold medals and a bronze. PATRIK JÄRBYN claimed a somewhat surprising bronze in the men's downhill while MARIA PIETILÄ-HOLMNER won silver in the giant slalom and the Swedish team finished second in the team event. In sum, Åre 2007 went to history as a fantastic event for the racers and the public alike.





+100 WORLD CUPS • SINCE 1969, when the very first FIS Ski World Cup event took place, Åre has hosted more than 100 FIS World Cup competitions. Stars such as INGEMAR STENMARK, ANJA PÄRSON, HERMANN MAIER, LINDSEY VONN and many other greats in international ski racing have celebrated victories in Åre which today is a venue loved by racers at all levels.

The very first World Cup competition in Åre was the men's giant slalom on 8 February 1969, followed by a men's slalom the day after. The French team including JEAN-NOËL AUGERT, ALAIN PENZ and PATRICK RUSSEL claimed four of the six podium spots.

After the first World Cup events, it became easier for Åre to establish itself as a top-level competition venue which drove the development of the race arena and ski area alike. The first downhill race in Åre took place in 1986. Since then new lifts, facilities, floodlighting and enhanced snowmaking capacity have been added across the resort. The FIS Ski World Cup has contributed to creating a high-standard ski destination that serves both the visitors and residents of Åre and the region of Jämtland and indeed has become a hub for the development of ski racing in the North of Europe.

2019 • WHEN IT CAME TO THE ELECTION in Barcelona in early June 2014, there were only two candidates for the organization of the FIS Alpine World Ski Championships 2019: Cortina d'Ampezzo, Italy, and Åre, Sweden.

Following its successful election, Åre set out on a five-year journey of recruiting, planning, preparations and execution that featured thousands of details. All that is now history and a massive thank you is due to the hundreds of people who were part of the process.

It's time for Åre 2019 to close the books, that are now filled with heaps of experiences and wonderful memories for life.

FACTS & FIGURES

74
NATIONS REPRESENTED

650
ATHLETES ENTERED

48
MEDALS

400
MILLION SWEDISH CROWNS IN TURNOVER

12 729
SPECTATORS AT SKISTAR INVITATIONAL

6 500
PRE-PRODUCED ACCREDITATION BADGES

7 130
ACCREDITED PERSONS

1 800
TEAM CREDENTIALS

102 000
VISITORS AT THE RACE ARENA

1 412
VOLUNTEERS

1 537
MEDIA REPRESENTATIVES ACCREDITED

18 100
METERS OF SAFETY NET ON THE LADIES' COURSES

17 100
METERS OF SAFETY NET ON THE MEN'S COURSES

10 600
METERS OF SAFETY NETS IN DUVED (QUALIFICATION EVENTS)

396
SHOVELS USED ON THE SLOPES

4 000
LITERS OF DYE

155
WAX CABINS FOR 290 TECHNICIANS

19
FIRST AID STATIONS

119 450
UNIQUE DEVICES CONNECTED TO THE DESIGNATED WIFI

ALL ABOUT THE SPORTS



The main sports objective was to execute each of the FIS Alpine World Ski Championships competitions in a safe, fair and spectacular way, in the best possible conditions. Despite some challenges, Åre 2019 managed to live up to that objective.

74 nations represented.

438 athletes competed (164 ladies, 274 men).

13 races executed including two qualification races.

1 320 000 Swiss francs in prize money distributed.

48 medals presented athletes: 16 gold, 17 silver and 15 bronze medals due to a tie for silver in the men's super-G.

15 nations only entered one athlete. Among the nations represented were **TONGA, SOUTH AFRICA, NEPAL, JORDAN** and **GHANA.**

NORWAY and **SWITZERLAND** claimed four medals each and tied to lead the medals table with two gold, one silver and one bronze medal each

DAY 1 · MON · 4 FEB

THE OPENING CEREMONY



A journey through 1000 years of music

Inauguration of the largest winter sports event in 2019

DAY 2 · TUE · 5 FEB

LADIES' SUPER-G

1 – MIKAELA SHIFFRIN, USA
2 – SOFIA GOGGIA, ITA
3 – CORINNE SUTER, SUI



"Whatever my serviceman put on these skis today, I'll tell him to do more of that for the next races."

MIKAELA SHIFFRIN — who kicked off Åre 2019 winning the ladies' super-G

1 — DOMINIK PARIS, ITA
2 — JOHAN CLAREY, FRA
3 — VINCENT KRIECHMAYR, AUT

DAY 3 · WED · 6 FEB

MEN'S SUPER-G



Paris dominates in the fog

"It would have been perfect — if only I'd seen something."

BEAT FEUZ — who commented on the challenging visibility with a smile.

DAY 4 · THU · 5 FEB

TRAINING DAY

1 — WENDY HOLDENER, SUI
2 — PETRA VLHOVA, SVK
3 — RAGNHILD MOWINCKEL, NOR

DAY 5 · FRI · 8 FEB

LADIES' ALPINE COMBINED



Mowinckel launches Norwegian medal haul

"This is as close to home as it gets. It's so much fun having friends and family cheer me on. Even the Swedes I feel cheered me on here."

RAGNHILD MOWINCKEL — bronze medalist in the first ladies' alpine combined since 1991 where the Austrians failed to medal.

DAY 6 · SAT · 9 FEB

MEN'S DOWNHILL

1 — KJETIL JANSRUD, NOR
2 — AKSEL LUND SVINDAL, NOR
3 — VINCENT KRIECHMAYR, AUT



Svindal rewards his fans with a fairytale finish

"This was one of the most amazing feelings in my career. It is a very wonderful day. I've had some good experiences throughout my career and this was something that I was missing up until now so it makes it bigger. I would also like to say that I've been sharing the podium with Aksel quite a few times and doing this at the World Champs, on his last race, is an honor — so this is a perfect day."

KJETIL JANSRUD — gold medalist in Aksel Lund Svindal's final race.

1 — ILKA STUHEC, SLO
2 — CORINNE SUTER, SUI
3 — LINDSEY VONN, USA

DAY 7 · SUN · 10 FEB

LADIES' DOWNHILL



The Speed Queen's final race, with a medal

"I risked it all today. I was so nervous all day and had serious anxiety. I wanted more than anything to finish strong. I didn't want to end up like I did on Tuesday, in the nets."

LINDSEY VONN — who crowned her career with a bronze medal after crashing out in the super-G.

"I still have to gather all my feelings, because I'm quite emotional, so it might take a while."

ILKA STUHEC — who managed to defend her title from 2017 despite making a comeback from serious injury.

DAY 8 · MON · 11 FEB

MEN'S ALPINE COMBINED

1 — ALEXIS PINTURAULT, FRA
2 — STEFAN HADALIN, SLO
3 — MARCO SCHWARZ, AUT

Finally: French victory!



"This gold means a lot of time and a lot of hard work and I am really happy to win today. It was a long and hard day with a happy finish"

ALEXIS PINTURAULT — who took his first World Championships gold medal, ahead of the teary-eyed surprise medalist Stefan Hadalin.

DAY 9 · TUE · 12 FEB

ALPINE TEAM EVENT

1 – SWITZERLAND (AALINE DANIOTH, ANDREA ELLENBERGER, WENDY HOLDENER, SANDRO SIMONET, DANIEL YULE, RAMON ZENHÄUSERN)

2 – AUSTRIA (FRANZISKA GRITSCH, CHRISTIAN HIRSCHBÜHL, KATHARINA LIENSBERGER, MICHAEL MATT, MARCO SCHWARZ, KATHARINA TRUPPE)

3 – ITALY (MARTA BASSINO, IRENE CURTONI, LARA DELLA MEA, SIMON MAURBERGER, RICCARDO TONETTI, ALEX VINATZER)



The Swiss team stole the show

”It was so nice to race with these great fellow skiers. We had a lot of fun. Even though we kicked out the Swedes early on, we’re happy to receive the support of the local fans in the finals. Thank you very much!”

DANIEL YULE — one of the Swiss gold medalists.

SkiStar Invitational, where the stars of the past raced each other followed the alpine team event and drew a huge crowd. Ingemar Stenmark, undoubtedly the greatest crowd favorite, was eliminated by Kjetil Andre Aamodt in the first round. Anja Pärson, the Queen of Åre 2007, also lost against Pernilla Wiberg. No matter the sports performance, the evening was characterized by sportsmanship, friendship and shared memories among the ski racing legends.

1 – PETRA VLHOVA, SVK
2 – VIKTORIA REBENSBURG, GER
3 – MIKAELA SHIFFRIN, USA

DAY 11 · THU · 14 FEB

LADIES' GIANT SLALOM



Vlhova writes ski history

"I am so proud that I am from Slovakia because we are not a big country and now I am a world champion so it's amazing. The whole team did a great job, and finally I showed everyone who Petra from Slovakia is."

PETRA VLHOVA — who snatched the gold medal from favorite Mikaela Shiffrin.

DAY 12 · FRI · 15 FEB

MEN'S GIANT SLALOM

1 – HENRIK KRISTOFFERSEN, NOR
2 – MARCEL HIRSCHER
3 – ALEXIS PINTURAULT



Finally!

"It was about time. Everyone has been working insanely hard, so it's amazing. I haven't won a GS since 2015."

HENRIK KRISTOFFERSEN — who finally stood atop the podium ahead of his greatest rival Marcel Hirscher.

1 — MIKAELA SHIFFRIN, USA
2 — ANNA SWENN-LARSSON, SWE
3 — PETRA VLHOVA, SVK

DAY 13 · SAT · 16 FEB
LADIES' SLALOM



Swedish frenzy and record crowd

"It's just amazing, it's a dream come true. I have been fighting for this for a long time and I'm just super happy. I don't think I even saw Holdener's run, I would have been happy with the bronze too."

ANNA SWENN-LARSSON — who won silver after first-run leader Wendy Holdener failed to finish her second run.

DAY 14 · SUN · 17 FEB
MEN'S SLALOM

1 — MARCEL HIRSCHER, AUT
2 — MICHAEL MATT, AUT
3 — MARCO SCHWARZ, AUT



Austrian sweep

"The positive thing about negative stuff is that you forget it. From Åre 2019 I will remember having a cold, but the rest is all warm memories."

MARCEL HIRSCHER — who struggled with a cold during Åre 2019.

SUPERSTARS BID FAREWELL IN STYLE

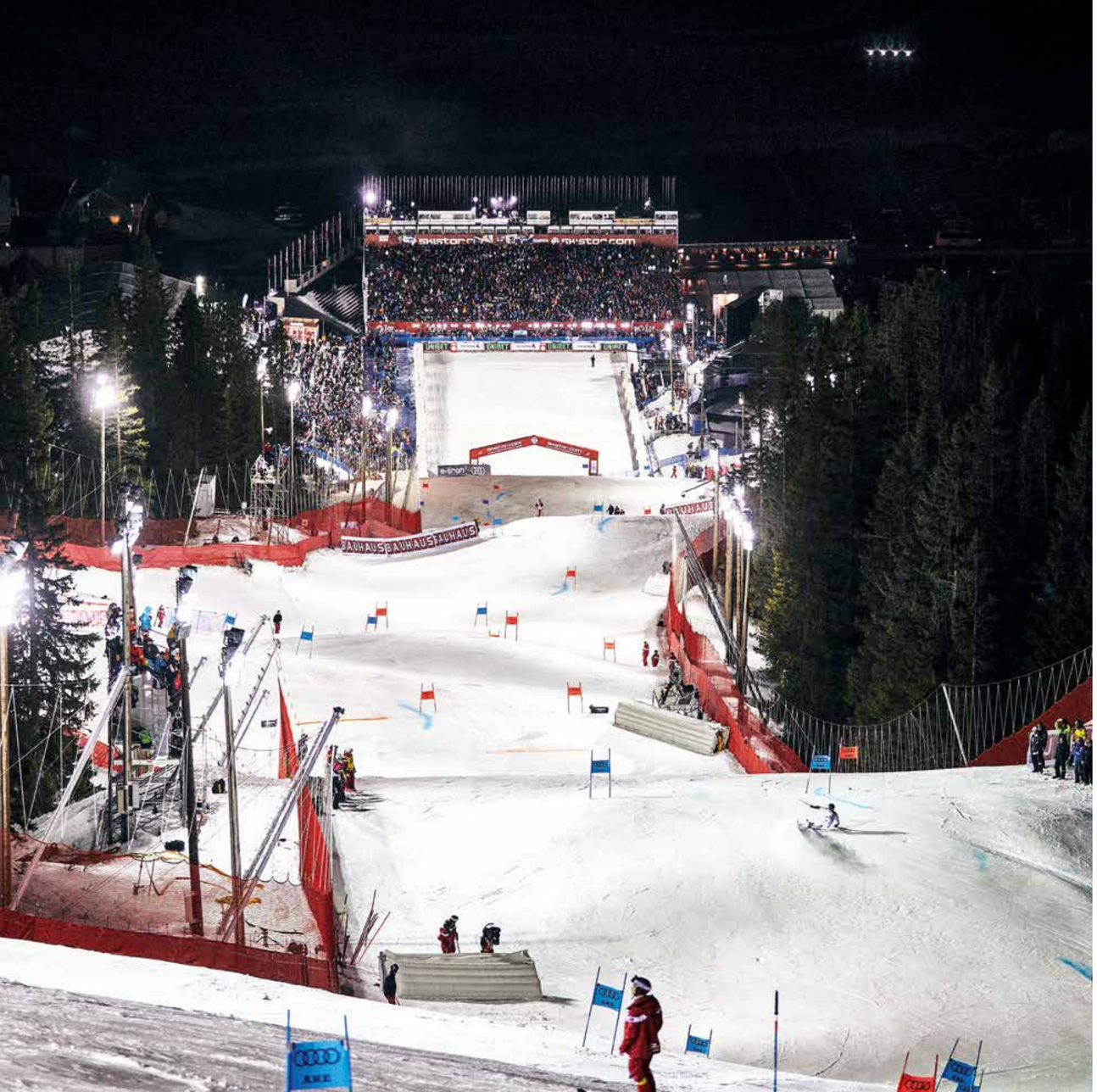


"I didn't race in the Lillehammer Games, but this must be the craziest medal ceremony from a Norwegian perspective, because this is just insane!"

AKSEL LUND SVINDAL announced that Åre 2019 will represent the final races of his illustrious career shortly before the World Championships. The speed king amassed 13 Olympic and World Championships medals and 80 World Cup podium finishes during his long career. His Norwegian fans were determined to witness their hero's last downhill race and came to Åre in great numbers despite the poor weather forecast. And they were not disappointed as Aksel did what he does best — deliver when it counts. It is impossible to describe the emotions that Svindal and the Norwegian crowd shared when he crossed the finish line; pure magic. The atmosphere only soared when Svindal finished with a silver medal, only beaten by his teammate and friend Kjetil Jansrud. The awards ceremony for the men's downhill in front of a record crowd at Medals Plaza was one of the most memorable moments of the entire Championships.

"I will miss the adrenaline rush of speeding down the slopes and pushing my limits. But it isn't worth the risk anymore. I want to have the opportunity to ski with my children in the future. That's why it's important to quit now."

ÅRE 2019 ALSO BECAME the career culmination for the speed queen of the last decade: **LINDSEY VONN**. An 11-time medalist at the Olympic Winter Games and FIS World Ski Championships, Vonn had been chasing Ingemar Stenmark's record of 86 World Cup victories, but fell short by just four with her 82 personal triumphs. In Åre, she crashed out in the opening super-G competition but to the crowds' great relief managed to ski down on her own. Despite multiple bruises, Vonn was determined to race the downhill and fortunately she could. Her run was the third fastest, adding yet another chapter to the ski annals to which she has contributed so much. The crowds celebrated the winningest female ski racer in history first at the National Arena and later at Medals Plaza. It was the perfect farewell for an extraordinary athlete who has inspired the world to ski more than most others ever will.



ORGANIZATION

BEHIND THE PERFECT COMPETITIONS: **ÅRE 2019 SPORT ORGANIZATION**

The responsibilities of the sport organization extended much beyond the preparation of racing and training slopes, safety installations and the organization of fair competitions. The sport organization also provided competition administration, accommodation, accreditation, medical service and other services that took care of the teams.

FACTS AND FIGURES: FIELD OF PLAY

- 60 slip crew members and 80 on-course crew members
- 24 dye crew members and 16 stewards
- 11 additional snow cats and 5 cabin snow cats, powered by synthetic and environmentally friendly fuel HVO100, were used to prepare the slopes to mint condition
- 7 snow quads with snow blowers and 3 snow quads with snow blades
- 30 dye sprayers
- 396 snow shovels were lost during the event – more had to be purchased
- 4 000 liters of blue dye containing 50 percent alcohol, 25 percent water and 25 percent dye used to paint the fall lines
- 25 000 meters of B-safety nets mounted along the race courses

QUALIFICATIONS IN DUVED
A NEW ARENA RISES TO THE TASK

SINCE THE BEGINNING, Åre 2019 was focused on delivering positive legacies and making sustainable choices in all planning and preparations. The qualification slopes and facilities in Duved are a good example of this work. The Hamrebacken was developed to a high standard racing and training arena in time for the Championships. Enhancements include improved floodlighting and new glass fiber for TV production. Duved already offered a popular training facility for alpine ski clubs from around Sweden and post-Championships has an additional capacity to welcome further groups and clubs.

DURING ÅRE 2019, Duved was used for training, ski testing and qualification races for the technical events slalom and giant slalom. Only two of the planned four qualification races were staged due to the lower than expected number of entered female racers which meant that all were directly qualified for the medal events at the National Arena.

FACTS AND FIGURES: QUALIFICATION RACES
- 120 racers from 57 nations in the men's giant slalom qualification race on 14 February
- 121 racers from 58 nations in the men's slalom qualification race on 16 February
- 80 racers finished the second run in the slalom
- Sweden won both of the men's qualification races with Axel Lindqvist winning the giant slalom qualification and Carl Jonsson the slalom

THE RACE OFFICE

THE RACE OFFICE is the core of sport organization during the Alpine World Ski Championships. They are responsible for everything from time-keeping and weather service to prize money and radio communication. The Race Office ensures that all racers have a starting place if they are eligible for one, that prize monies are correctly distributed, that the staff on the hill can communicate with each other and that teams are correctly invoiced.

TEAM SERVICE

WHEN THE YEARS of planning were finally over and everything was ready and prepared to welcome the show's main actors — the racers and their teams — to Åre, it just happened that external forces conspired to wreak havoc over the perfect plans. A massive snowstorm extending from Central Europe to Stockholm the weekend before the official opening of Åre 2019 on 4 February created a massive amount of work for Team Services. They worked tirelessly to find the racers' luggage derailed by the storm. Solution-orientation is key in such a situation and finally the racing equipment was transported by trucks from the Arlanda airport to Åre.

FACTS AND FIGURES: TEAM SERVICE
- 80 teams pre-entered
- 74 teams competed
- Over 650 athletes entered
- Over 1800 credentials printed for teams
- 430 credentials printed for Ski Racing Suppliers (SRS)
- 155 wax cabin spaces for 290+ technicians



ACCOMMODATION

Everyone needs a roof above their heads and in a small community like Åre catering to this need requires good relationships and long-term systematic work. Ensuring that the teams, sponsors, media and other client groups have accommodation that meets their needs during the Championships requires a lot of work. Thanks long-existing and good cooperation with local hotels, hostels, apartment owners, private individuals and more it was possible to fulfill everyone's requirements.

FACTS AND FIGURES: ACCOMMODATION
- 692 hotel rooms
- 240 beds at Bed & Breakfast
- 601 beds at hostels
- 4'860 beds in 882 apartments and houses
- 1'070 beds for teams in Åre Fjällby, in apartments in the center of Åre, at Continental Inn, and in apartments in Duved and Björnen
- 430 rooms for the media in hotels, apartments and private accommodation
- 120 rooms at Tott Hotell, the official media hotel

MEDICAL SERVICE

A WELL-ORGANIZED medical service provision with experienced on-site staff is a key requirement for the FIS Alpine World Ski Championships. Thanks to support by the Åre Health Center and the Region of Jämtland/Härjedalen (Jämtland County Council), Åre could provide first-class care to the racers on and off the slopes. Åre Health Center, supported by additional staff during the Championships, served the teams, volunteers and the public around the clock. Even Red Cross was on-site and provided a local service station in town during the event.

FACTS AND FIGURES: MEDICAL SERVICE

- All first aid staff with PHTLS or ATLS certification
- 10 first aid teams on the slopes
- 1-2 doctors and 2-3 ski rescue patrol staff at every first aid station
- 2 ambulances on call during the races
- 1 helicopter fully equipped for all types of injuries available during the races
- 4 skidoos on the slopes during the races
- 5 Red Cross staff and 1-2 nurses available in the Arena
- 30 doctors and 8 nurses as part of the Medical Service Team at the National Arena
- All staff experienced skiers only

ORGANIZATION: OUR BELOVED GUESTS

THE TEAMS

THE MAIN PARTICIPANTS at a Championship are undoubtedly the athletes. In addition to the more than 650 racers who came to Åre, there were service staff, coaches, officials and others representing the national teams. All of them required room and board, training facilities, service containers, accreditation and much more. Åre 2019 managed to deliver all this to great acclaim from racers, team staff and others involved.

The issues caused by the snowstorm and luggage delays were rapidly forgotten after the first competition, the ladies' super-G, was carried out (with flying colors). Åre 2019 realized its goal to provide the best possible conditions and fair competitions for the racers.

THE VISITORS

MORE THAN 102'000 PEOPLE attended the competitions. A record of more than 16'000 saw ANNA SWENN-LARSSON claim the silver medal, 58 hundredths after the gold medal favorite MIKAELA SHIFFRIN.

Based on the event's vision to 'inspire the world to ski', the Åre 2019 organizers together with the resort owner SkiStar decided to allow free entry to all the competitions to anyone who had a valid SkiPass. More than a half of those who visited the National Arena entered with their SkiPass. The full ski racks near the entrances on a daily basis bore witness to the fact that many visitors chose to take a few turns themselves while watching the races.

DAILY VISITORS

THERE WERE ALSO many visitors who chose to travel to Åre for the day. Especially visitors from the nearby region and from Tröndelag took the bus or train, or drove, to Åre to enjoy the competitions. Given that Åre is a relatively small town everything is located within a walking distance and it was easy to reach the National Arena by foot along the Årevägen which was partially closed for traffic, and then return to Medals Plaza to see the award ceremonies, attend the side events and experience everything Åre has to offer.

THE FANS

THE NORWEGIAN FANS took charge of the National Arena to celebrate Team Norway's great successes, after all Norway tied for the top of the medals table together with Switzerland, each with four medals two of which were gold. The Norwegian fans also helped create a fantastic atmosphere in the grandstand next to their Swedish neighbors and great many international fans from Austria, Switzerland, Slovenia, Slovakia and many other nations. The international fan clubs who came to Åre had their own tribune next to the VIP tent and made the Arena their own with their drums, cow bells and other celebrations.

FACTS & FIGURES: VISITORS

- 102 182 visitors in the Arena over two weeks of competitions
- 16 472 individuals saw Mikaela Shiffrin, Anna Swenn-Larsson and Petra Vlhova claim the medals in the ladies' slalom
- 60 percent (at least) of the visitors used their ski passes as entrance tickets
- 100 volunteers worked with venue access control and information, guest and ticket service

ACCREDITATION

A TOTAL OF 7 130 PERSONS were accredited for Åre 2019. This figure involves a massive amount of work to identify who should have access to which area in the National Arena and other venues, and how the accreditations will need to look like. Perhaps surprisingly it is not at all easy to determine who is entitled to what level of access and how. For example, Haiti, one of the small nations that participated in Åre 2019, gave the accreditation team quite some grey hair because their Ski Association's Secretary General was also a racer and their Team Captain also served as a press officer.

THE ACCREDITATION TEAM also managed all the meals for the volunteers. A total of 1 429 accreditations were issued to the volunteers and all these individuals were also entitled to meals, but only when they were scheduled to work. Needless to note, it required quite some administration to ensure that all volunteers receive the right meals and these were documented in the system.

FACTS AND FIGURES: ACCREDITATION

- 7'130 total accreditations
- 1'412 volunteer accreditations
- 1'913 team accreditations
- 1'248 broadcast and media accreditations
- 5'000 ski passes included in the accreditations
- 700 extra accreditations requested during the Championships
- 35'000 accreditations scanned for meals and check-ins during the event
- The team with the most accreditations had 211, the team with the fewest 2

THE MEDIA

MEDIA PLAY AN IMPORTANT ROLE for a major sports event such as the FIS Alpine World Ski Championships. Åre 2019 made it a priority to provide them with the best possible service and support in order for the media representatives to be able to do their jobs as well as possible and thus contribute to Åre 2019's vision to inspire the world to ski.

The fully equipped media center was located right at the finish line in the National Arena and provided working spaces for the 1537 accredited media representatives during the event. The media center hosted many of the press conferences to make it especially convenient for the media and also provided technical support and service from Nikon, Canon and Sony for the photographers. In cooperation with the tourism offices of the region of Jämtland/Härjedalen, SkiStar and Åre Destination, written media on site in Åre were also provided opportunities and excursions to report on the region and its many cultural and natural wonders.

Covering a two-week event as a journalist or photographers is tough and that's why it is important to provide excellent service and something to keep things in perspective when going gets tough. That's why the media service also provide food and beverages and even massage chairs, in addition to friendly staff prepared to answer any questions or requests.

FACTS & FIGURES: MEDIA
- 892 accredited TV and radio representatives
- 356 accredited media representatives
- 183 accredited journalists
- 106 accredited photographers
- 43 media guests
- 16 press conferences

TV COMPOUND

THE TECHNICAL SERVICE STAFF of the rights-holding media covering Åre 2019 were also provided with a TV compound that was located within a short walking distance above the finish line. The compound consisted of 80 containers in close proximity to each other. The additional services provided within the compound included a restaurant reserved for the broadcasters' staff.

SPONSORS, PARTNERS & SUPPLIERS

THE HIGHLY COMMITTED team of Åre 2019 sponsors, partners and suppliers did their utmost to contribute to the World Championships in February 2019. Thanks to the great cooperation with each one of them, it was possible for Åre 2019 to create an excellent Championships experience for all the athletes, visitors and other stakeholders. The sponsors had tremendous visibility in the National Arena and around the town of Åre but could also choose to be present in the Sponsor Village to greet the Championships visitors personally and invite them to participate in various exciting side activities and experiences.

One of the goals of the Åre 2019 sustainability program was to fully engage the local and regional community and businesses in the World Championships. Many of them could witness their own contributions and products in very tangible manner when they watched the world's best racers deliver their best performances from the front row in the Championships tribune.

STUDY GROUPS

LEARNING FROM OTHER'S SUCCESSES and mistakes is a brilliant way to ensure the successful implementation of an event. That is why a large group of event organizers took advantage of the study group program to visit the 2019 Championships. Åre 2019 welcomed, among others, the organizers of the 2021 Championships in Cortina d'Ampezzo, Italy. Representatives of Courchevel-Meribel, who will arrange the 2023 edition in France, also attended to collect their first-hand experiences, as did a large delegation from Beijing 2022, the organizers of the next Olympic and Paralympic Winter Games. Our hope is that their visits to Åre inspired and will help them in their work toward their own events.

FACTS & FIGURES: STUDY GROUPS
- 128 participants
- 2 future organizers' seminars
- 3 shadowing programs
- 8 volunteers
- 10 external groups
- 31 persons from Beijing 2022 — the largest study group

FIS

STARTING WITH THE ELECTION in June 2014 until the execution in February 2019, the International Ski Federation (FIS) stood side-by-side with the organizers at Åre 2019. Thanks to their willingness to exchange know-how and experiences, the cooperation was fruitful across the board. The excellent collaboration was based on a high level of respect and trust in the experienced team of professionals working with Åre 2019. This confidence was manifest at the FIS Final Inspection in October 2018, when the FIS management inspected the detailed plans. Everything was approved without major comments from FIS. This was a result of both an excellent cooperation and much hard work by the organizers at Åre 2019.

"You can feel the enthusiasm, there is good spirit in the group. There are many extremely dedicated persons who see this as a lifetime project, a unique opportunity, and who are working with heart and soul to make the FIS Alpine World Ski Championships in Åre the best that they can possibly be."

SARAH LEWIS — at the FIS Final Inspection in Åre.

ORGANIZATION: SHARING ÅRE 2019 WITH THE WORLD

Altogether, Åre 2019 was seen live by some 125 million TV viewers in Sweden and around the world.

THE ORGANIZATION of the FIS World Ski Championships is a chance for the host town to showcase themselves to the entire world. Viewers enjoyed fascinating sporting performances from gold medal runs to new personal bests. They were shown some extraordinary athletes' final career performances, a Swedish slalom silver and they shared both tears and joy with those in the Arena. For the community of Åre and its local residents, those were miraculous images showing the town they love, regardless of the weather.

Infront Sports, the exclusive TV and marketing rights holder, and their host broadcasting partner Swedish National Television (SVT) made it possible to share these unique moments worldwide. After years of planning and preparation the team from the three parties – Infront, SVT and Åre 2019 — have become much more than colleagues. The result from this heartfelt cooperation and friendship was clearly visible on the TV screens by all who followed the FIS Alpine World Ski Championships at Åre 2019 from afar.

SUSTAINABLE REMOTE PRODUCTION

ALL THE EMOTIONS, adrenaline, excitement, joy and disappointment were conveyed through the international signal transmitted by Infront/SVT as the event's host broadcaster. To enable 53 hours of live coverage from Åre, a total of 155 SVT staff were involved in the production. What was different was that the production facilities could fit in a rear hatchback car and used less power than an average house in Sweden does in a year (12 000 kWh).

Infront/SVT's production concept set a new standard in broadcasting of major sports events. Instead of the traditional methods, SVT decided to execute Åre 2019 as remote production. This made the 2019 Championships the most environmentally friendly TV production in history.

The 76 cameras on the competition slopes in Åre were also very energy-efficient. Previously, more than 125 amperes of voltage were required to power the production of the international signal with a diesel generator providing a 24/7 back-up. The technical power still needed on-site in Åre was run entirely on Ecopar, a low CO_2 fuel alternative to diesel.

In addition, there were 25% fewer SVT staff on-site in Åre as 35 of them worked in Stockholm instead. This led to a reduced carbon footprint in terms of travel, accommodation and other emissions.

FACTS & FIGURES: BROADCASTING*

- 124,8 million live TV viewers worldwide
- 2702 hours and 52 minutes broadcast from the event
- 70,8 percent of the Swedish market watched the 2nd run of the ladies' slalom
- 24 commentator cabins
- 2000 m2 area in the TV compound
- 4 TV studios at Medals Plaza
- 5 TV studios at the National Arena
- 22 TV and radio broadcasters on-site
- 500 m2 office space at the IBC
- 31 TV towers
- 75 TV cameras on the slopes and at the arena
- 137 microphones at the arena

*) Source: Nielsen Sports. Dedicated coverage only without news, magazines. Cumulated audience (no net reach).

FUN FACTS

DESPITE THE TEMPERATURES dropping to -23C degrees and despite having a 30 kw air conditioner in the ARD equipment room, the indoor temperatures reached +28C degrees.

THE 74 FLAGS for the participating nations behind the commentator cabins atop the grandstand were lowered and hoisted daily so as not to disturb the broadcasting with noise.

"The partnership between Infront Sports and SVT is leading the way in the production of large and small events in an environment friendly way. The host broadcast production will never look the same again after these Championships."

ADDE GRANBERG — Host Broadcast Producer for Åre 2019.

THE OPENING CEREMONY – 1000 YEARS OF MUSIC

THE OPENING CEREMONY was a perfect introduction for the two-week event that took years to plan and prepare. It paid homage to the town, to sport and to everyone who has been fighting to reach their goals.

The ceremony on 4th February featured dancers, more than 80 local children representing the 74 participating nations, various music artists, FIS President GIAN FRANCO KASPER and Åre 2019 CEO NIKLAS CARLSSON, on a specially-built stage in Åre Park. Under starry skies, in temperatures significantly below freezing, a sizable local audience was presented a journey of 1000 years of music, ranging from birch trumpet and traditional Sámi yoik by TANJA NORDFJELL to famous local hip hop artist PETTER. The entire anticipation that had been growing in the build-up to the event exploded that beautiful winter night to the tunes of the official World Championships song *Young Handsome and Fast* by the charismatic band TEDDYBEARS. Memories from the opening of Åre 2019 will stay with those who could attend for many years to come.

THE EVENT PROGRAM

SEEING THE WORLD'S BEST ski racers to fight for medals in the National Arena was certainly the main reason for more than 100'000 visitors to come to Åre from 4-17 February 2019. But the FIS Alpine World Ski Championships are also a festival offering heaps of other activities to explore and enjoy. The Event Program boasted multiple artists, competitions and other experiences.

Besides the SkiStar Invitational, the event that draw the greatest public interest and the largest crowds was Åre 2019 Equestrian Skijoring. Equestrian (or horse) skijoring is well established with regular competition series that attract large numbers of fans in the USA and Canada. Meanwhile it is relatively unknown in the North of Europe. The awe-inspiring event went down on a specially-built snow obstacle course in the center of Åre with some of the best-known skiers in the region being pulled by horses from Wången and cheered on by a large crowd who had come to see what Åre 2019's most discussed side event was all about.











From left:
Åre 2019 Rail Jam – A tribute to the breadth of ski sports
Opening ceremony – Teddybears feat. Rakel performing the official Championships song *Young Handsome and Fast*
Nocco Obstacle Course – A race open for the public at the Åre Lake
Pepsi Max Skijoring – Local ski heroes teamed up with equestrian teams for a competition held on the streets of Åre
Medal Plaza – Norwegian fans celebrating Aksel Lund Svindal's final performance

Fact: A total of 53 gigs were presented with Swedish national and local artists

ORGANIZATION: SERVICE AND INFRASTRUCTURE



For the first time, electric snowmobiles were used.

TRANSPORTATION

THERE IS NO World Ski Championship or other major event without a functioning transportation concept. Transporting more than 100'000 people to the right place at the right time with consideration to the environment and sustainability requires meticulous planning. A complete transportation system was developed by the Åre 2019 team with buses servicing the entire town, from transporting visitors from the two Park & Ride lots to town and back to shuttling volunteers between their accommodation and work. Add to that the media shuttles, team transport and guest airport transfers. Just for an example, 800 volunteers required transport around Åre on a daily basis from 5am until midnight.

PARK & RIDE

ÅRE IS A SMALL TOWN and as such has limited parking capacity. During the Championships, access to parking is restricted event further. To reduce both traffic and environmental impact in town (including idling) Åre 2019 chose to implement a Park & Ride concept. Two large parking lots were set up on both sides of the town in Duved and in Såå, where visitors could park and then ride the free-of-charge Park & Ride busses to town.

FACTS AND FIGURES: PARK & RIDE

- 3 200 parking spaces in total, East and West of town
- 4 000 cars parked at the Park & Ride lots during the event
- 16 parking staff
- Voluntary parking fees that were donated to support the local sports clubs
- Suggested lower fees for electric or other sustainable vehicles or those with high occupancy

SHUTTLES

THE TRANSPORT CONCEPT at Åre 2019 was built on the use of various shuttle buses dedicated to different customer groups such as media, volunteers, team and visitor Park & Ride. In addition, regular bus services were operated and available for anyone to use complemented by SkiStar's ski buses that operate on their normal schedule. To reduce the event's carbon footprint, all Åre 2019 buses, similar to the snow cats, were run on the alternative synthetic fuel HVO100 that is CO_2 emission free.

FACTS AND FIGURES: SHUTTLES

VOLUNTEER SHUTTLES

- 800 volunteers a day transported to and from Åre from 05:00 AM to 00:00AM
- 16 buses with total 30 bus drivers

MEDIA SHUTTLES

- Every 10 minutes between 07:00AM and 10:30PM
- 10 mini buses with total 25 drivers

AUDI FLEET & OTHER TRANSPORTATION

The Audi fleet play a significant role in the transport concept. Its role was especially significant when it came to the meeting the key sustainability goal of reducing the carbon footprint of the event. The organizing committee was able to take advantage of 35 brand-new fully electronic Audi e-trons that racked up a whopping 70'000 kilometers during the event, all without new CO_2 emissions. In addition, the 25 Volkswagen minibuses were driven with the renewable HVO100 biodiesel that does not release any new carbon dioxide into the atmosphere. The same applied to all Åre 2019 food deliveries, local mini trucks and the buses owned and operated by Nettbuss to transport visitors to Åre on ticket & ride package trips sold in cooperation with the Åre 2019 organizers.

FACTS AND FIGURES: OTHER TRANSPORTATION

- 70'000 kilometers driven with electric vehicle
- 600 people transported to and from the airports
- 25 Volkswagen minibuses
- 35 Audi e-trons
- 65 drivers
- 4 quads fueled by Aspen alkylate petrol

PERMANENT INFRASTRUCTURE

THE ORIGINAL ARENA HOUSE was built in 2010 as the Swedish Ski Associations new office, as they moved the alpine disciplines from Falun to Åre. An extension to the existing building was finished in late 2017 to serve as the Åre 2019 organizing committee's offices. The rationale behind the extension was to provide Åre with a versatile and modern finish area building that can be used in a multitude of ways in the future, including for the hosting of the annual FIS World Cup events. It features spaces that can be used as conference and meeting facilities, offices with possibly the most beautiful view in all of Sweden and a fitness and research & development center for the country's best ski racers to be tested and trained. Post the Championships, the facility is owned and operated by the Swedish Ski Association.

The sustainable construction principle used for the new Arena House is known as *Miljöbyggnad-Silver* which makes it one of the most environmentally friendly new buildings in Åre Kommun. For example, the building's heating uses excess heat from the SkiStar server farm in addition to being connected to district heating which is 100% renewable. Through a partnership between Ski Team Sweden Alpine and Vattenfall, solar panels were installed on the roof of the Arena House extension, generating 37 000 kwh of electricity annually for the years to come.

During the championships the new part of the house was used for VIP services. The largest room was transformed into VIP 1954, with the addition of a temporary extension in the form of a 60 square meter tent. The gym was temporarily moved under the Alpine World Championship, where instead a full-scale kitchen was built that produced 45,000 meals during the event. Anti-doping was also housed in the arena house.







TEMPORARY INFRASTRUCTURE

WELCOME CENTER & IBC

A multi-purpose facility, located at Holiday Club, that hosted the welcome center with accreditation, volunteer uniform distribution and the International Broadcasting Center as well as the Team Captains' Meetings and the Race Office.

VIP 2007/MEDIA CENTER/FOOD COURT

3rd floor: VIP 2007 Lounge — 900 m2 for 550 guests, 20 toilets and kitchen.
2nd floor: Media Center — 1050 m2 for 300 media, a press conference area and kitchen.
1st floor: Public Food Court — 300 m2 for guests and visitors.
Outside tribune with standing space for 750 guests both VIP and fan clubs.

SPONSOR VILLAGE

20 sponsors and suppliers in 12 tents, each 25 m2.

FOOD & BEER COURT

Carlsberg's Food & Beer Court measured 600 m2 and offered food, drinks and entertainment every day.

TV COMPOUND

80 containers housed the international TV staff and equipment as well as a dedicated restaurant.

WAX CABINS

130 containers were located at three different locations around Åre. 80 of them were "foldable".







MEDALS PLAZA

The park in the very center of Åre became a natural amphitheater where the main stage was built as a perfectly fitting extension of the existing permanent architecture.

VOLUNTEER CENTER

The Volunteer Center was a two-floor tent (900 m2) in close proximity to the Arena. It included a lounge, information desk and a dining area with a kitchen that served lunch and dinner to all volunteers.

GRANDSTAND

The main tribune in the finish area offered space for 3000 visitors (standing places). The commentator cabins were place at the top of the scaffolding with a great sight over the entire Arena. The accessible seating was located right above the mixed zone.

FACTS & FIGURES:

- 150 sheds
- 250 containers
- 2600 m2 tent
- 34 commentator cabins
- 5 TV studios with glass walls
- More than 5000 pieces of furniture, fixtures, or other equipment
- More than 500 signs
- 5000 m2 banners
- 45 portable toilets
- 4 temporary kitchens

ORGANIZATION: **SERVING LOCAL PRODUCE**

PRESUMABLY AS THE FIRST EVER major sports event, Åre 2019 build its own fully-equipped kitchen in the basement of the Arena House where 100 staff worked during the entire World Championships to prepare all of the meals for the guests in the National Arena, Media Center, Volunteer Center and the three different VIP hospitality lounges.

Managing an own kitchen was a major strategic decision taken by Åre 2019. While it was a major commitment — the decision also meant complete control over the procurement process, the quality of the suppliers, ability to manage and minimize food waste through menu planning and a full control of deliveries (their timing and method) as well as costs. A key consideration was the ability to prioritize local ingredients and produce and to select local and regional producers wherever possible which was one of the goals of the Åre 2019 sustainability program.

FACTS & FIGURES: ÅRE 2019 CHAMPIONSHIPS KITCHEN

- 62 400 hotdogs served
- 18 500 volunteer breakfasts and lunches
- 2 500 volunteer dinners
- 10 200 VIP meals
- 1 750 other dinners
- 135 000 cups of coffee
- 15 300 Nocco cans
- 13 500 Barebells energy bars
- 22 100 cups of hot chocolate
- 620 kg sirloin steak
- 160 kg moose rolls
- 460 kg falukorv (lightly smoked bologna sausage)







ORGANIZATION:
THE LOC — A TEAM OF STARS

THE TEAM

ORGANIZATIONAL STRUCTURE

THE ÅRE 2019 TEAM faced all sorts of challenges over the years but thanks to their dedication, hard work, solution-driven attitude, great work ethics and support from colleagues, it all worked out in the end. It has been a great journey and looking back, everyone on the team will have memories to last a lifetime.

One of the challenges was the rapid growth of the organization. On 30 December 2018, the LOC had 30 full time employees. On 3 February 2019, when most volunteers had arrived, the organization had grown up to 2'000 people. Such multiplication would pose a challenge for any organization but thanks to the commitment of everyone in the Åre 2019 team, it was a smooth transition.

OBJECTIVES
- One team
- Efficiency
- Communication
- Appreciation
- Structure
- Planning
- Flexibility
- Speak with each other — not about each other
- Stick to the plan
- Structured planning
- Be modest, we all have different backgrounds and experiences
- It is a strength to think differently

GOVERNANCE STRUCTURE

THE OPERATING COMPANY Åre 2019 AB is owned to equal parts by the Swedish Ski Association and SkiStar. This structure involving one owner with sporting expertise and another with know-how and local experience in the community and resort management turned out to be a good choice. In the end, the collaboration enabled the local organizing committee to deliver all the competitions as planned, with safe and fair conditions for the racers.

ÅRE 2019 AB BOARD



NICLAS SJÖGREN BERG — SkiStar AB.
PÄR NUDER — Skistar AB (left March 13th 2019)
EIVOR ANDERSSON — Skistar AB (joined March 14th 2019)
LARS LINDQVIST — Chairman of the Board.
OLA STRÖMBERG — Swedish Ski Association.
NIKLAS CARLSSON — CEO Åre 2019 AB, ex-officio.
TOMMY ELIASSON WINTER — Swedish Ski Association Ski. Team Sweden Alpine AB, adjunct member.
ANNA OTTOSSON BLIXT — Swedish Ski Association.
MATHIAS LINDSTRÖM — SkiStar AB, adjunct member.



Fact: The probability that an Åre 2019 volunteer would recommend a friend to apply for volunteering is 81 percent.

A TRUE TEAM OF HEROES

MORE THAN 1'400 VOLUNTEERS contributed to Åre 2019 in various ways, ranging from helping to prepare the slopes (in itself, a massive undertaking!), to ticket sales and writing articles about everything going on. The two weeks contained everything from -22C to +9C, from sunshine to snowstorm, rain and wind but no matter what the external conditions, the true team of heroes fought on to provide both the racers and visitors the best possible experience, with a smile on their face. Without these fantastic people, Åre 2019 simply would not have happened!

FACTS AND FIGURES: VOLUNTEERS
- 1412 volunteers accepted: 629 women, 783 men
- 252 volunteers from other countries than Sweden
- 37 countries represented in the volunteer crew

GETTING READY: THE IMPORTANCE OF TEST EVENTS

PRACTICE MAKES PERFECT. A FIS Alpine World Ski Championships with more than 100'000 visitors is no exception. A series of test events is what helped the team at Åre 2019 prepare for main goal in 2019. Starting with the FIS Ski World Cup City Event in Stockholm in January 2016, the opportunities to test and practice followed each other in the form of another parallel slalom night event in Stockholm in 2017 along with the Junior World Ski Championships 2017 in Åre, the third edition of the World Cup Stockholm in 2018 and as the dress rehearsal, the Audi FIS Ski World Cup Finals 2018. In retrospect, this series of opportunities to implement, analyze and learn was what prepared the organization for the successful delivery of the Championships from 4-17 February 2019.

ORGANIZATION: MAKING THE WORLD PAY ATTENTION

MARKETING AND COMMUNICATION are two sides of the same coin. Information is what connects them. A well-informed public is an interested public of which many may attend an event and contribute to a memorable atmosphere. With more than 120'000 total visitors in town during the Championships, Åre 2019 can proudly say that their information successfully reached the target audiences.

CHANNELS AND MEETING POINTS

THE EVENT'S HOMEPAGE at www.are2019.com, designed and created in collaboration with local Åre firm Hjärtat, served as the hub of all communication with the external world. It served as a window to showcase Åre and its region, to present the competition venue and inform potential visitors about the schedule, options for accommodation and travel, side events, news and more.

Social media, primarily Facebook and Instagram, were used for communication and marketing before and during Åre 2019, and in particular to keep the local community and businesses informed.

In addition to cooperation with several sponsors, partners and suppliers who also helped to spread the word about the FIS Alpine World Ski Championships Åre 2019 around Sweden and Norway, a number of advertising campaigns were run in both traditional and social media.

INTERNAL & MEDIA COMMUNICATION

HOW DO YOU COMMUNICATE with more than 2000 people during an event when most of them have been part of the organization for less than a week? The answer is technology.

A team collaboration tool and service called Slack was used centrally by Åre 2019 to communicate with and within the various teams. The tool was prepared and set up aligned with the departments and teams based on who required what information. In the end, 1'641 people, 90 percent of them volunteers, used Slack to communicate with each other and receive information from their group leaders during the event.

To communicate any updates or schedule changes and further details, Åre 2019 used WhatsApp with all accredited media. More than 500 media representatives took advantage of this offer which also helped to reduce the number of paper copies made in the media center.

FACTS & FIGURES

- 16 volunteers, from Sweden, Switzerland, the US and Russia, worked as part of the communication team from 3 to 17 February
- 72 press releases were published from 1 to 18 February
- 26 539 emails were distributed via the Åre 2019 press room
- 18 188 press releases were viewed via the emails sent
- 1 217 135 pages views were registered on www.are2019.com during the event
- 4 488 photos were taken by photo volunteers during the event
- 1 000 school children visited the event

FUN FACTS

THE ÅRE 2019 MASCOT, VALLE, was taken by the Secret Service to the Crown Princess' apartment to play with her children between races. According to Valle, the biggest problem was to fit the massive costume (and the person inside it) into the Secret Service car and fasten the seatbelt around his extensive belly.



FUN FACTS

- Thanks to Åre 2019 sponsors, there are now additional charging stations for electric vehicles in Åre.
- Despite a large order of Barebells energy bars, they only lasted 9 of 14 days
- Bauhaus was the only one prepared for a potential weather change: they gave away rain ponchos
- Artist Mariette's highlight in Åre was testdriving Vattenfall's electric snowmobiles
- Longines inspired some 100 persons a day to skidor using their ski simulator

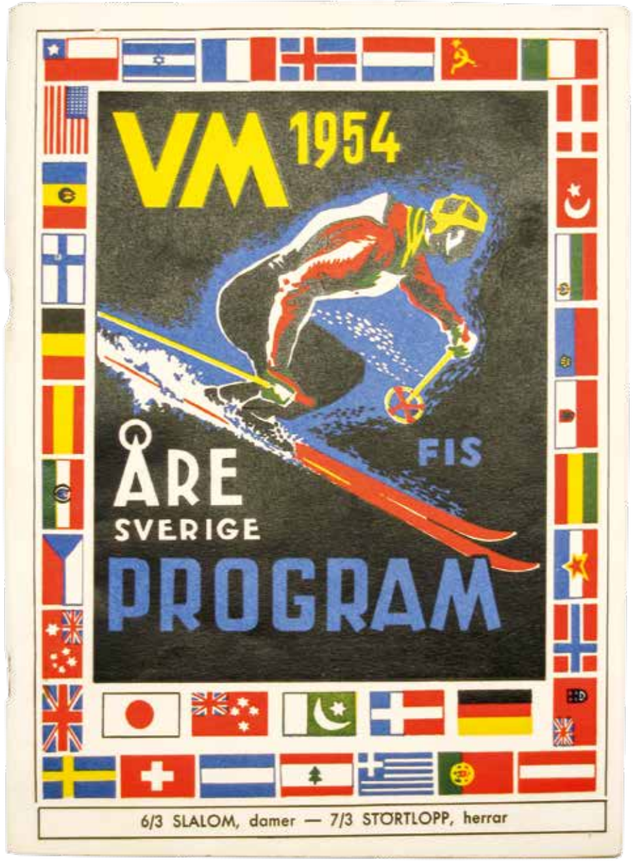
SPONSORING

STRONGER TOGETHER. Åre 2019 is very grateful for the support it has received from all the sponsors, partners and suppliers. 47 different sponsors and partners contributed to Åre 2019. The results of the good cooperation have been acknowledged and will also be visible after the World Championships have concluded. Thanks to them all being sponsors for Åre 2019 there is now a future cooperation project being set up among Vattenfall, Colabitoil and Europcar. Their cooperation has also made it easier to promote sustainable transport in Åre, through additional charging stations and a permanent HVO100 station. Thanks to a cooperation between Vattenfall and Diös, there are now many more charging stations in the entire region, which speaks for Åre 2019's sustainability work.

The Sponsor Village was the natural meeting place for sponsors and visitors. A "Village in the Village" emerge on the parking lot next the train and offered an optimal location the fans to meet the sponsors and participate in their activation projects.

FACTS & FIGURES

- A total of 47 sponsors and partners
- 8 sponsor activations outside the arena:
- Swedish kick (Nocco & Löfbergs)
- Åre 2019 Obstacle Race (Nocco)
- Equestrian Skijoring (Pepsi)
- Town XC Sprint (Europcar & Vattenfall)
- Live music with Mariette (Mix Megapol)
- Audi Test Drive
- Rawbike Test Ride
- Colabitoil HVO100 heated the entire Sponsor Village



Official programme leaflet from the 1954 championships.

ÅRE

Original typography from 1954 programme leaflet.

ÅRE

Final version used in official 2019 logo.



Final version of the official logo including presenting sponsor.



A small selection of the various logo versions.

THE GRAPHIC PROFILE OF 2019

THE ÅRE 2019 LOGO was designed to be sober but cheerful, clean but energetic, modern but with a distinct heritage. It was meant to be inviting and involving while manifesting the essence of the core values of the Championships: *Inspire the World to Ski*.

• The background, built up by fading hexagons, represents the basic form of a snow crystal, forming the strongest geometric shape found in nature.

• The silver snowflake represents the sport, the athletic achievments and the five disciplines respectively.

• The Åre wordmark was derived from the Alpine World Ski Championships in Åre 1954, connecting Åre's future to its past.

• The SkiStar logo was added when the company signed as presenting sponsor for the championships.

A major difficulty when it comes to logotypes for these type of events, with a relatively short time span, is that the logo often need to be applied to and incorporated with existing objects and applications, rather than the other way around. There is also a very wide range of usage, from digital apps, social media and moving images, via signage and printed matters, to huge bilboards, helicopters and snow groomers. For this reason the logo was developed to be 'dynamic' rather than static; available in several different forms and in two color versions.

This was a successful approach, and a major reason for the strong impact of Åre 2019 branding.

FACTS & FIGURES

• The final version of the logo was first presented to the LOC in december 2015.
• The SkiStar logo was incorporated during spring 2018.
• More than 40 official versions of the logo was later developed (not including individual sponsor versions.)







THE FUTURE – AND THE PAST

BRANDING OF THE CHAMPIONSHIPS was designed to be sober but cheerful, clean but energetic, modern but with a distinct heritage. It was meant to be inviting and involving while manifesting the essence of the core values of the Championships: *Inspire the World to Ski*.

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FUN FACTS

PHOTOGRAPHER GÖSTA FRIES took the iconic campaign photos. After weeks of preparing the photo shoot, Gösta arrived at the scene wielding his brand new full-frame camera that, while featuring a huge amount of megapixels, was lacking a burst drive mode. The team secretly panicked as Mr. Fries methodically set up his tripod.

In hindsight — the feat of shooting the athletes, at the precise moment they were hitting the gates, at world-cup speeds, using a one-click camera — was no less than a super-human achievement.





The campaign photos, shot by local photographer Gösta Fries, was used extensively before and during the championships.

SUSTAINABILITY

THE MOST SUSTAINABLE FIS ALPINE WORLD SKI CHAMPIONSHIPS SO FAR

The Åre 2019 Sustainability Program was based on the IOC's Sustainability Strategy issued in January 2017. One of the main objectives was to carry out the Championships by respecting the environment and to stage the most sustainable FIS Alpine World Ski Championships so far. The efforts focused on the following five areas of priority:

1. INFRASTRUCTURE

Thanks to the investments in the National Arena for and following the 2007 Championships, Åre 2019 could leverage high-quality existing infrastructure without major new construction. Most of the temporary infrastructure was rented and much was re-used by the IBU Biathlon World Championships 2019 in Östersund in March.

To enhance the use of renewable energy, Åre 2019 managed to permanently connect the race arena to district heating. In collaboration with SkiStar Åre, industry-leading solutions were found to optimize the amount of water required for snow-making and to reduce the event's environmental impact by e.g. choosing low-emission Aspen petrol for snowmobiles and quads, and an eco-certified brine solution for the dye. SkiStar has also installed three solar-operated lifts in Åre and its groomers ran on HVO100 biodiesel.

2. RESOURCES

To save the planet's resources, Åre 2019 implemented a sustainable sourcing approach that emphasized minimizing waste and reusing/recycling. In all, 39% of all left-over waste which totaled 38 tons was recycled, separated into glass, paper/cardboard, plastic, PET, aluminum and compost, with the rest being burnt for energy. The overall amount of waste represents a 25% decrease compared with the St Moritz 2017 Championships.

Besides being certified as a *Håll Sverige Rent Miljömärkt* event and hosting the first *Plogging* event at any major Championships, Åre 2019 partnered with the Municipality of Åre to introduce a new recycling concept for the public spaces, contributing seven stations for use by the community in the years to come.

3. MOBILITY

As with all major events, transport was identified as the main contributor to Åre 2019's carbon footprint. The team at Åre 2019 worked to offer low-impact mobility options to spectators by partnering e.g. with Swedish Railways and regional bus operators. In event-internal services, Åre 2019 ensured fossil-free transport together with Audi which provided a fleet of electronic cars and the provision of HVO100 for its entire fleet of non-electric vehicles used for deliveries and transportation such as the accredited shuttles and food & beverage services.

4. PEOPLE

Åre 2019 was committed to providing opportunities for the local community to engage with the event. Several intakes of the local Event and Hotel Management Schools were involved in the Championships, beginning with the 2017 Junior World Ski Championships which served as the first major test event. In 2019, Åre 2019 played a significant role in the local elementary school curriculum. Regional traditions were highlighted via local sourcing for the Championships kitchen and a partnership with the Federation of Swedish Farmers as well as in the ceremonies and the selection of prizes and gifts for event participants.

5. CLIMATE

Together with the Jämtland County Government of the Östersund 2019 Biathlon World Championships, Åre 2019 pledged to aim to be the first major world championships that were carried out fossil-free.

In the end, detailed measures undertaken by Åre 2019 resulted to estimated 60% fossil-free event operations. In some areas, such as for technical power, low emission solutions, e.g. Ecopar, could be chosen while no alternatives exist at present time for others, such as helicopter rescue.

Altogether these measures are estimated to have reduced approximately 1000 tons of the event's total owned and shared emissions of 5000 tons CO_2e. To offset this impact and to become the first Climate Neutral Championships, Åre 2019 worked with its Smart Energy Partner Vattenfall to invest in a Gold Standard project in Asia.

FACTS & FIGURES: SUSTAINABILITY GOALS MET

- Setting a benchmark in sustainable winter sports events by being certified to the ISO 20121 standard for sustainable events.
- Increasing awareness of sustainability among stakeholders from the ski family to partners and sponsors.
- Leaving a legacy for FIS and winter sports in terms of tools and best practice examples.



INSPIRE THE WORLD TO SKI

From 4—17 February 2019, the 14 days of the FIS Alpine World Ski Championships saw eleven new world champions crowned after fantastic performances on the demanding slopes on Mount Åreskutan.

– I AM REALLY PROUD of the organization and of what we have achieved considering what we can and cannot control. I am especially proud of the people on the mountain; what they have done is just tremendous, said NIKLAS CARLSSON, CEO of Åre 2019.

— We've had extremely challenging weather but we still succeeded in offering the athletes exceptional sporting conditions which was our mission. We only had to cancel one men's downhill training while the best athletes based on this year's World Cup results won medals. In sum, we have had very nice but challenging two weeks, which have proven us as good organizers.

— We're very satisfied with these Championships. We've had great competitions. We have had challenging conditions, no doubt, but the organizing committee has been totally focused on ensuring that the sport was at the center, stated SARAH LEWIS, Secretary General of FIS.

DESPITE THE CONTINUOUSLY changing and unpredictable weather conditions, 102 000 people attended the competitions in the Swedish National Arena. In addition, 32 000 attended the various side events and ceremonies. This meets the goal set by the organizers which was to attract 120 000 visitors during the two-week event.

— Looking ahead, we've again gained great experience in major event organization including developing a great base of human resources thanks to our 1'400 volunteers alone, noted Carlsson.

— The long-term goal of these Championships was to attract more international guests to Åre which will benefit everyone in the region. Given that the beautiful images transmitted from here by our host broadcaster Infront/SVT have the potential reach in excess of 815 million households worldwide, we believe that will indeed be the case, concluded Niklas Carlsson.



FACTS & FIGURES

- More than 100 journalists produced articles and TV segments about Åre, covering everything from the local business sector to surrounding nature
- 550 guests attended the overbooked World Championships dinner on 2 February
- More than 1 000 school children and 100 staff were engaged in some way in the Championships during the event
- Permanent recycling bins have been installed in Åre thanks to a cooperation between Åre 2019 and the municipality
- Åre 2019 sparked an interest in moving to and living in Åre
- The grandstand was much fuller than expected during the first two days of racing, despite it being regular work and school days

2019 AND THE COMMUNITY

The FIS Alpine World Ski Championships in 1954 and 2007 were catalysts for the further development of the community of Åre. A similar trend is already emerging after the 2019 edition of the Championships.

1954 SAW THE BEGINNING of a process that established Åre as an international ski racing venue and those who visited Åre again in 2007 could hardly recognize the town. Both the ski resort and race arena had undergone a thorough transformation with new slopes, lifts and additional facilities. As the competition activities developed, the entire ski resort also grew and was further developed. This then led to increased tourism and growth in the size of local population.

A similar trend is already emerging after the 2019 edition of the Championships. For example, the municipality of Åre received a number of queries from people who are interested in moving to town or setting up a business there.

— We as a municipality had a chance to present ourselves as one that defends the interests of our businesses and conduct many good discussions with individuals who had perhaps a misleading image of Åre, or had not visited Åre during the summer before, said ANJA SKÅLÉN, Åre Municipality administration.

— It was also rewarding that many of those interested in moving to the municipality are older than 55 since the area today has a relatively young average population, so we welcome diversity in terms of age groups.

COMMUNITY RELATIONS

THE IMPORTANCE OF KEEPING the local community well-informed cannot be emphasized enough. During 2018, Åre 2019 invited the local residents and industry to regular meetings with the local organizing committee in the National Arena. A dedicated person within the communication department was focused on keeping the local businesses, organizations, the Municipality and other stakeholders about the World Championships and what might impact their daily lives during the event. The close collaboration with Åre Destination also helped Åre 2019 keep the more than 250 local businesses up-to-date of issues of mutual interest.

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