



FIS SKI WORLD CUP
HAFJELL



HAFJELL WOMEN

AUDI FIS World Cup Finals



WE ARE SNOW



It's our DNA

WELCOME TO THE ALPINE VALLEY

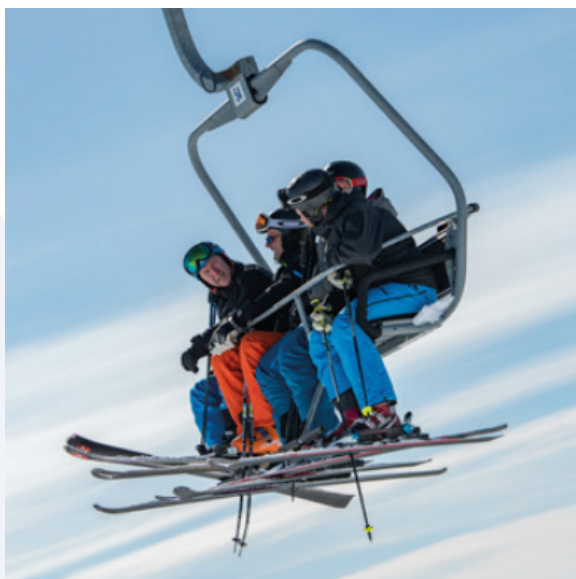


Photo: GDF Media

The Lillehammer-region is one of the most important destinations for winter sport lovers of any age, not only in Europe but worldwide. The region offers speed and fun in a good old-fashioned winter setting. The Lillehammer and Gudbrandsdalen-region are Norway's number one skiing destination. The five alpine centers have downhill runs ranging from pistes with World Cup standards, to slopes suitable for beginners and the very young.

In the skiing community, our region is renowned for its long and stable winters with excellent snow conditions. Every late autumn and winter, national teams, elite skiers and various clubs and associations use the area for training camps.

We take great pride in always offering the very best quality – good enough for the elite; good enough for recreational skiers. Furthermore, you do not have to drive far to reach the other various activities.



HOW TO ARRIVE

Access by air

The gateway to Norway for teams, athletes and the other accredited groups participating, will be the Oslo International Airport Gardermoen, north of Oslo.

Access by train

All northbound trains (ca. 15 pr. day) from Oslo will stop at Gardermoen, thereby providing very good rail connection between the airport and Lillehammer and Hafjell.

Access by busses and cars

The motorway E-6, which is the main road between Oslo and Lillehammer, provides easy and quick access for cars and busses to the arenas. There are no mountain passes to cross on your way.

Distances and travel time

Gardermoen — Lillehammer:
145 km, 80 min

Gardermoen — Hafjell:
160 km 90 min

Easy and eco-friendly

The Organizing Committee offer the Teams pick up at the Gardermoen airport with busses (eco-friendly). The same for the return transport and between Hafjell and Kvitfjell.

It is paramount for the organizers to utilize the best tools available to make sure the visit to Hafjell and Kvitfjell is as easy and eco-friendly as possible for the teams, media, and other guests.

ACCOMMODATION HAFJELL

Teams (Participants, officials and service) and FIS

Scandic Hafjell Hotel, Hafjell Hotel, Nermo Hotel and Hunderfossen Hotel & Resort. 1- 3 km from the finish area. Wax cabins in the hotels. Team Captains' meeting in Scandic Hafjell Hotel. Press and other groups: Hotels and apartments in Hafjell/
Lillehammer Press Center: Scandic Hafjell Hotel

Press and other groups:

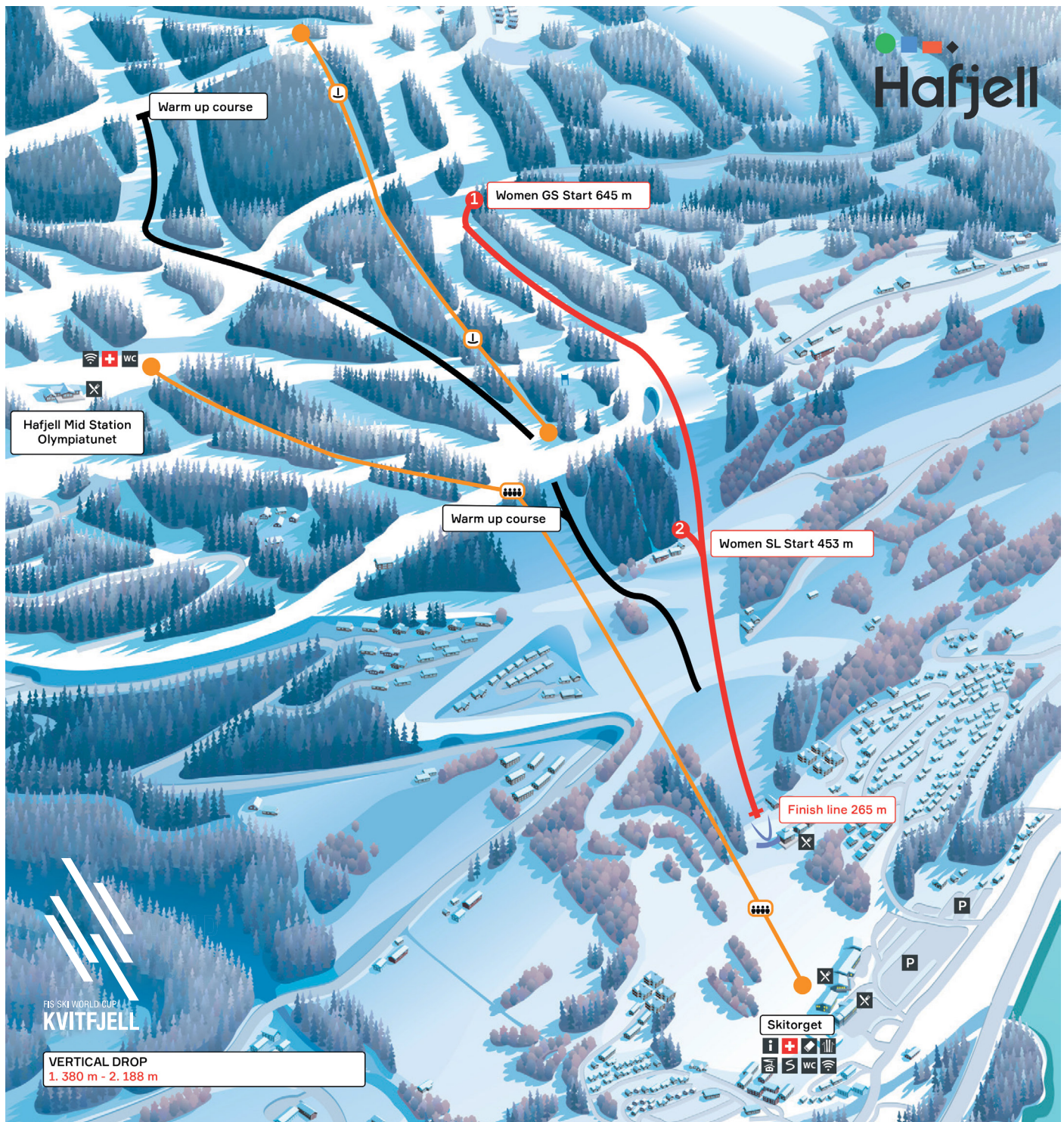
Hotels and apartments in Hafjell/
Lillehammer Press Center: Scandic Hafjell Hotel



Photo: NTB

**Welcome to my
home valley!**
— Kjetil Jansrud







**OUR SNOW IS SPEED
EMOTION
DRAMA**



RACE PROGRAM AND PRIZE GIVING CEREMONIES

Day 1

Giant Slalom women. Hafjell
Price giving ceremony: Hunderfossen Ice Park

Day 2 date tba

Slalom women. Hafjell
Awards ceremony: finish area





RACE CONDITIONS AND EXPERIENCE

The former Olympic hosts has great experience in hosting alpine European and World Cup races.

Kvitfjell:

The former Olympic hosts has great experience in hosting alpine European and World Cup races.

Hafjell:

2018 Norwegian Alpine Ski Championships all disciplines W+M

2017 EC races for women in GS

2016 Youth Olympic Games W+M

2015 Alpine Junior World Ski Championships W+M

2006 Alpine WC women GS, SG and SC

16 WC races since 1991



Former Olympic host

We will use the advantages of having winter conditions in March, to offer all the athletes equal conditions.

Our goal is that the event will encourage many new young volunteers to take part. Many of these shall be the main pillars for the yearly EC and WC races for the following years.



WE LOVE SNOW!

SUSTAINABILITY. AN AUTHENTIC COMMITMENT

Our concept We are snow is an authentic commitment to enhance the value proposition of the Audi FIS Ski World Cup, and to make a more sustainable arrangement, both in financial, operational and environmental terms. There is already a broad specter of ongoing sustainability initiatives in the region, taking in to account the UN sustainable development goals. Visit Lillehammer is working towards getting certified as a sustainable destination. This is a label given only to areas that work systematically to reduce the environmental impact of tourism and to preserve the destination's character and nature. It takes years of work demonstrating a lasting commitment to providing the best possible experiences for guests, while keeping the negative impact of tourism to a minimum. In addition, the destinations must work to

continually improve its business practices and relations with the local community, following principles of sustainability. Our region is a winter wonderland, and we aim to protect and sustain what we have in the best way possible in order to hand on a better world to future generations.



Our promise

- Meaningful use of already existing facilities/ infrastructure
- New building and renovations will meet energy efficient standards as well as sustainability criteria
- Climate-friendly transport
- Green Energy will power the finals
- Optimizing energy and water use
- Eco responsible catering
- Waste recycling
- New ecological standard
- Climate-neutral
- An active and continuous process of establishing lasting practices
- Raise the bar for future World Cup terms of sustainability

TECHNOLOGY

– The future of fan engagement

Technology is rapidly improving the sports tourism industry. Not only is equipment becoming more sophisticated, durable, and functional, but it is also becoming easier to make travel arrangements, acquire accommodations, and purchase entry tickets for sports tourism. Our goal is to use a variety of different technologies to enhance the experience of attending the Audi FIS Ski World Cup. By creating content targeted a personalized for different target groups, we will be sure to engage, entertain and activate spectators. To serve spectators with video

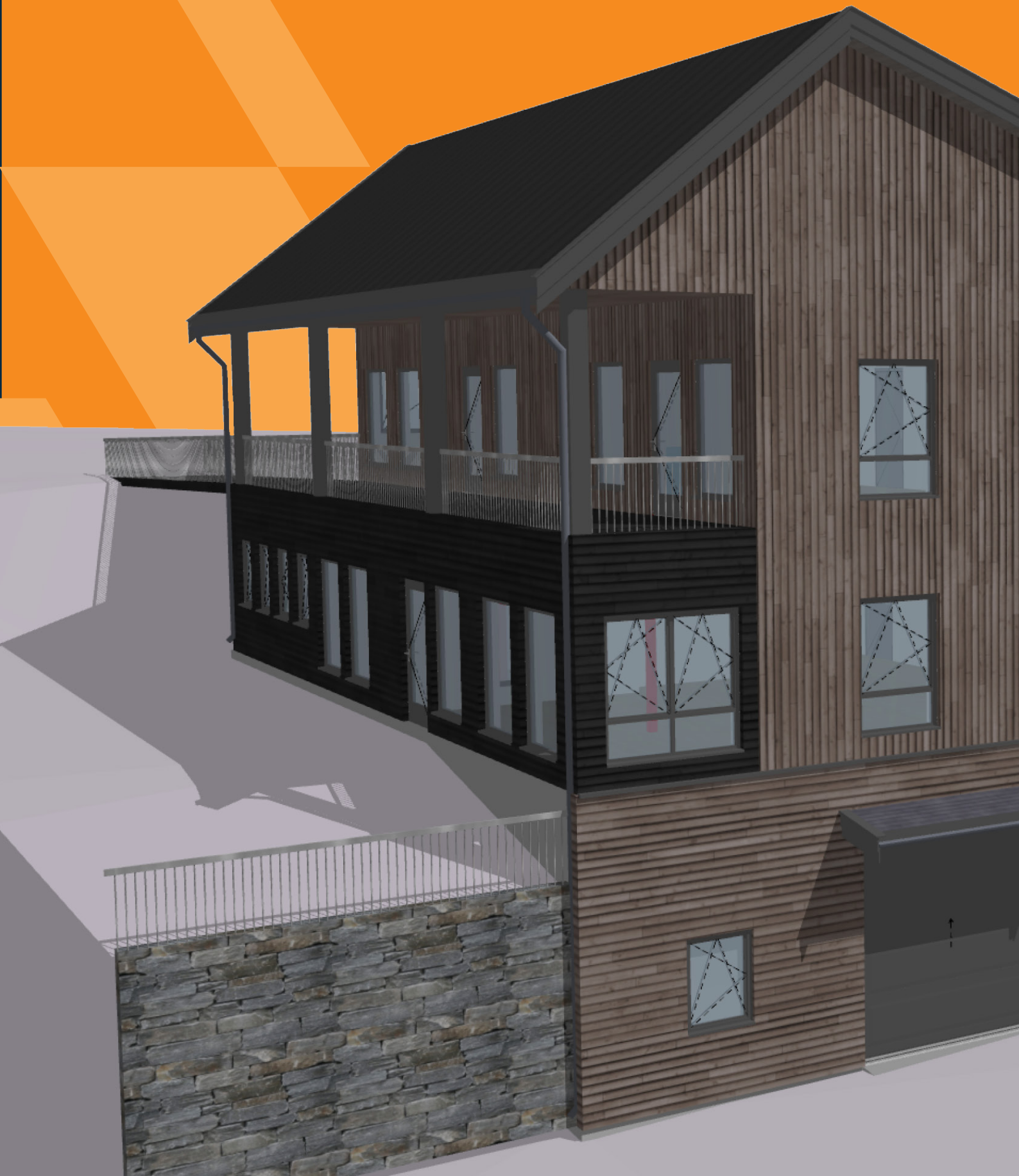
footage and real-time performance data such as speed and heart rate - is just the sort of in-depth stats that alpine fans love. To achieve this, we will have a team of digital strategists and technologists working exclusively in the areas of audience growth and digital content delivery to take fan engagement a stage further. This involves enhancing the experience for casual fans and transporting displaced fans halfway around the world into courtside seats using different technologies that will impact the business of sport in the short future.



Photo: Unsplash

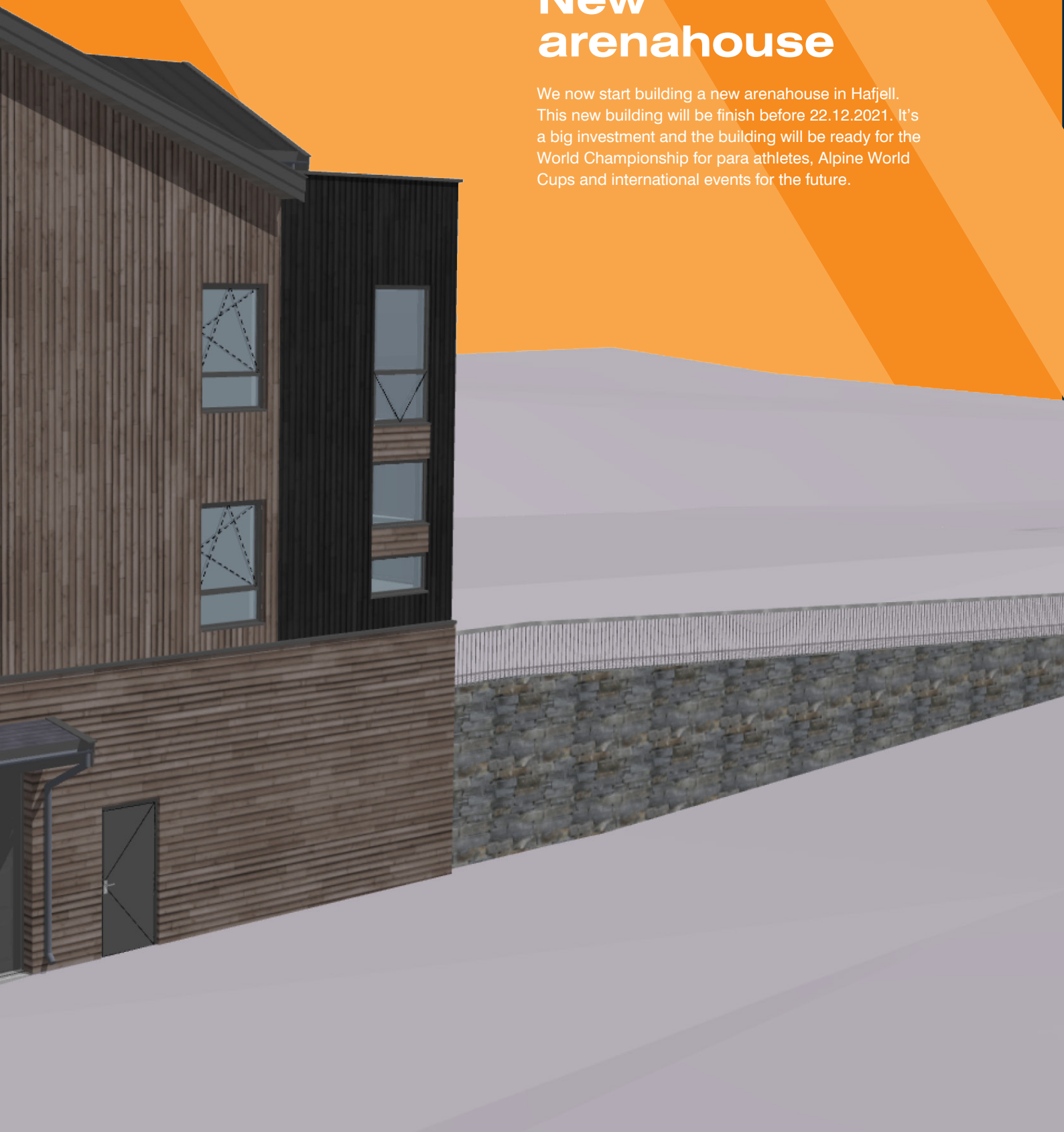
- Unique experiences for all spectators
- Enhanced value creation
- Personalized and immersive media usage





New arenahouse

We now start building a new arenahouse in Hafjell. This new building will be finish before 22.12.2021. It's a big investment and the building will be ready for the World Championship for para athletes, Alpine World Cups and international events for the future.





TO THE FUTURE OF SKIING

A festival with memorable moments — outstanding experiences

Nowadays, smartphones, tablets, social media platforms etc. means that being a fan, spectator or a participant in a sporting event is a 24/7 experience. Therefore, fun and engaging entertainment for spectators is one of our focus areas. Knowing that different technology trends will shape the future of sport fans, we will make it our priority to meet these trends in the best way possible.

Side-events and activities that are personalized will ensure spectators to become more active and influential. Participation in contest, concerts with the hottest artist, different side-events, a variety in drink and local food offerings, and including spectators in the show will be crucial success factors.

The fan media will be personalized and immersive. We will make sure that all spectators can enjoy the finals anywhere and everywhere, and finally we will provide unique venue experiences including state-of-the-art media production in the arenas. The cheering and fun will be spectacular for both the athletes, sponsors and spectators.

We will work especially targeted towards having sold-out arenas packed with spectators cheering enthusiastically! The festive spirit and joyful atmosphere in Hafjell, Kvitfjell and Lillehammer will put a magnificent end to the season!

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- In-stadium e-commerce will enhance the experience
 - Total live experience with unique venue experiences
 - Loyalty schemes and reward programs to engage spectators in an entirely new way



AUDI FIS ALPINE SKI WORLD CUP HAFJELL





WHY HAFJELL?

- Easy access from all continents via Oslo international Airport Gardermoen
- World-class alpine facilities
- Stable climate
- With real winter conditions, we will offer all the athletes equal race conditions
- An environmental approach will be essential in all aspects of staging the event
- Experienced organizer with the Olympic Winter Games in 1994 and Alpine World Cup races every year since 1995
- The finals will encourage many new young volunteers to take part. Many of these will be the main pillars for the yearly EC and WC races the following years
- Enthusiastic spectators including "folk festivals"

See you in a year!

It is once more time for alpine
woman WC races in Norway!

