

CANDIDATE 2025  
**AUDI FIS SKI WORLD CUP FINALS**  
HAFJELL KVITFJELL



We are snow! It's our DNA  
DNA  
DNA

## WELCOME TO THE ALPINE VALLEY

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 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 various activities.



PHOTO GEIR OLSEN

«Kvitfjell shows  
Norway from it's best!»

– Aksel Lund Svindal –



## Travel and transport

### 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, Hafjell and Kvitfjell.



#### ACCESS BY BUSES 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:

Gardermoen - Lillehammer: 145 km  
 Gardermoen - Hafjell: 160 km  
 Gardermoen - Kvitfjell: 195 km

#### TRAVEL TIME:

80 min  
 90 min  
 115 min

### Easy and eco-friendly

- The Organizing Committee offer the Teams free 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.



GUDBRANDSGARD HOTELL AND KVITTFJELL HOTEL

## Ski in - ski out

### ACCOMMODATION

#### KVITTFJELL:

*Teams (Participants, officials and service) and FIS:*  
Gudbrandsgard Hotel and apartments and Kvittfjell Hotel and apartments on the middle station. Next to the course. Ski in - ski out.  
Wax rooms in two big wax cabins/houses 700 m from the hotels.  
Team Captains' meeting in Gudbrandsgard Hotel.

*Press and other groups:*  
Apartments on the middle station in Kvittfjell or Hotels in Hafjell/Lillehammer.  
Press Center: finish area

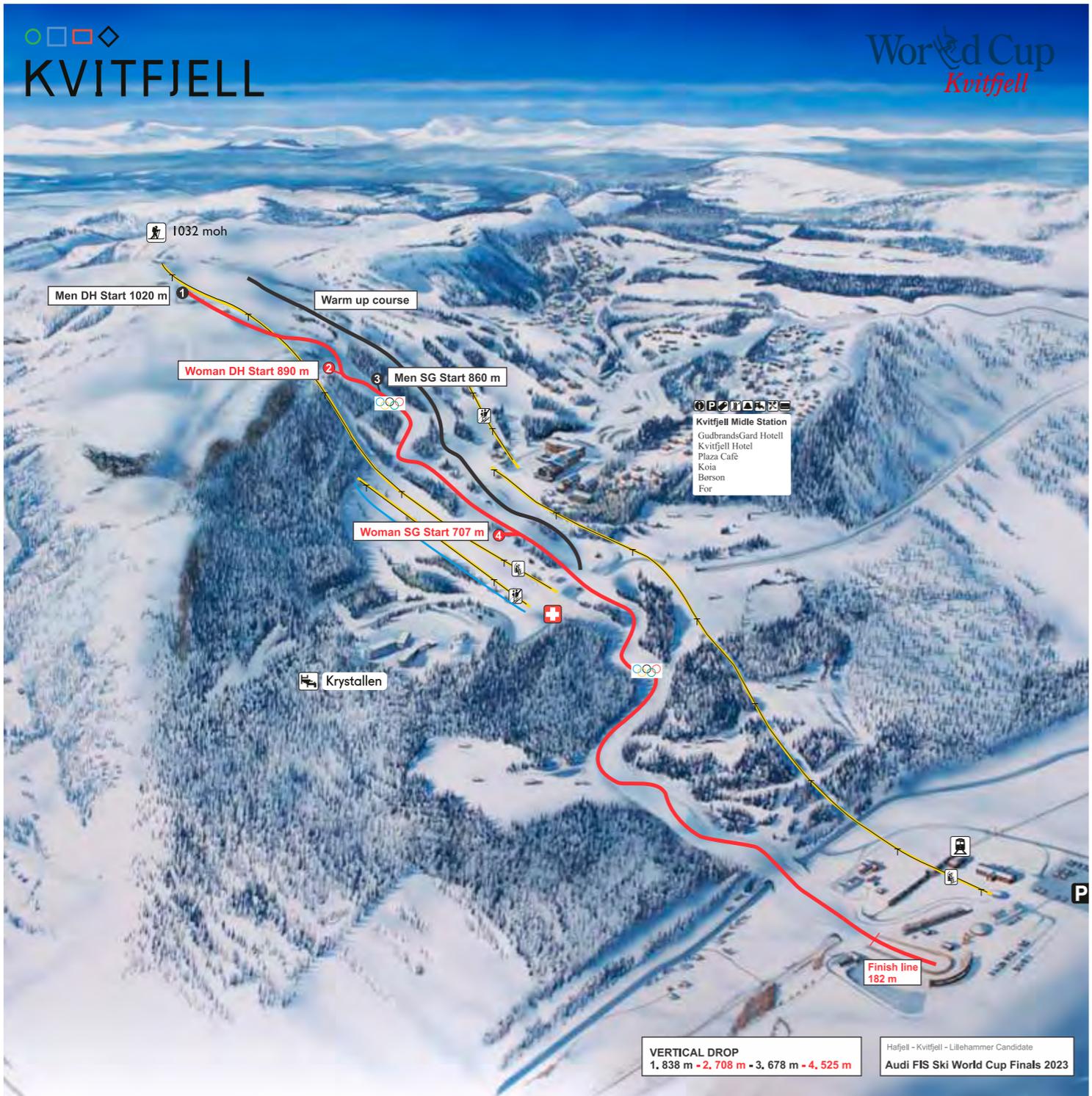
#### HAFJELL:

*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



| SCANDIC HAFJELL HOTEL







## RACE PROGRAM AND AWARD CEREMONIES

### Wednesday

Downhill women and men. Kvittjell  
Awards ceremony: finish area

### Thursday

Super-G women and men. Kvittjell  
Awards ceremony: finish area

### Friday

Alpine Team Event W+M. Hafjell  
Awards ceremony: Hunderfossen (close to Hafjell)

### Saturday

Slalom women. Hafjell  
Giant Slalom men. Hafjell  
Awards ceremony: downtown Lillehammer

### Sunday

Giant Slalom women. Hafjell  
Slalom men. Hafjell  
Awards ceremony: finish area

PHOTO

PORTRETT  
KJETIL

«Welcome to my  
home valley!»

– Kjetil Jansrud –



## RACE CONDITIONS AND EXPERIENCE

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

### **Kvitfjell:**

Yearly WC races for men in DH and SG. 65 races since 1993!  
Yearly EC races for women in SG and SC since 2008  
DH EC races for men 2018 and 2020

### **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

Hafjell and Kvitfjell have been modernized the last years so that they continue to meet the highest international standards. They are both the most innovative Ski Destinations in Norway.

### 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 finals 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 snow snow

*#WeAreSnow*

## 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 Finals, 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 finals
- An active and continuous process of establishing lasting practices
- Raise the bar for future World Cup finals in terms of sustainability



## – The future of fan engagement

### TECHNOLOGY

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 Finals.

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





To the future of skiing

– *It's in our DNA*

## 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!

- 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 SKI WORLD CUP FINALS 2025

HAFJELL – KVITFJELL



## WHY HAFJELL-KVITFJELL IN 2025?

- **Easy access** from all continents via Oslo international Airport Gardermoen
- World-class **alpine facilities** included the successful downhill in Kvitfjell 95% of the downhill course is below the timberline
- Stable **climate** and little wind
- 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»



PHOTO KRISTIN VESKJE



# See you in 2025

## ALPINE WC FINALS

### SINCE 2005:

- 2025 Hafjell-Kvitfjell (NOR)?
- 2024 Salbach (AUT) / Crans Montana (SUI) / Garmisch-Partenkirchen (GER).
- 2023 Soldeu-ElTarter (AND)
- 2022 Meribel/Courchevel (FRA)
- 2021 Lenzerheide (SUI)
- 2020 Cortina (ITA)
- 2019 Soldeu-El Tarter (AND)
- 2018 Åre (SWE)
- 2017 Aspen (USA)
- 2016 St. Moritz (SUI)
- 2015 Meribel (FRA)
- 2014 Lenzerheide (SUI)
- 2013 Lenzerheide (SUI)
- 2012 Schladming (AUT)
- 2011 Lenzerheide (SUI)
- 2010 Garmisch-Partenkirchen (GER)
- 2009 Åre (SWE)
- 2008 Bormio (ITA)
- 2007 Lenzerheide (SUI)
- 2006 Åre (SWE)
- 2005 Lenzerheide (SUI)

It is time for The Alpine Valley in Norway!