We are snow! It’s our 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.

With five alpine centres where the downhill runs range from pistes of World Cup standard, 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.

– 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 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: TRAVEL TIME:
Gardermoen - Lillehammer: 145 km 90 min
Gardermoen - Hafjell: 160 km 100 min
Gardermoen - Kvitfjell: 195 km 125 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.
**ACCOMMODATION**

**KVITFJELL:**

Teams (Participants, officials and service) and FIS:
Gudbrandsgard Hotel and apartments and Kvitfjell Hotel and apartments on the middle station. Next to the course. Ski in - ski out.
Wax rooms in the Hotels and 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 Kvitfjell 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

*Ski in - ski out*
Our snow is emotion speed drama
Men GS Start 725 m
Women GS Start 645 m
Men SL Start 485 m
Women SL Start 453 m
Team Event Start 335 m
Finish line 265 m

VERTICAL DROP
1. 460 m - 2. 380 m - 3. 220 m - 4. 188 m - 5. 70 m

Hafjell - Kvitfjell - Lillehammer Candidate
RACE PROGRAM AND AWARD CEREMONIES

**Wednesday**
Downhill women and men, Kvitfjell
Awards ceremony: finish area

**Thursday**
Super-G women and men, Kvitfjell
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

«Welcome to my home valley!»
– Kjetil Jansrud –
The former Olympic hosts have great experience in hosting alpine European and World Cup races.

Kvitfjell:
Yearly WC races for men in DH and SG. 64 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 into account the UN sustainable development goals. Visit Lillehammer is working towards getting certified as a sustainable destination in 2019. 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

PHOTO VEGARD BREIE
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 and 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 - 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.

– The future of fan engagement
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!
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»
See you in 2025

ALPINE WC FINALS
SINCE 2005:

2025  Hafjell-Kvitfjell (NOR)?
2024  Salbach (AUT) / Crans Montana (SUI) ( Garmisch-Partenkirchen (GER). Avgjøres mai 2020
2023  Soldeu-El Tarter (AND)
2022  Meribel/Courchevel (FRA)
2021  Lenzerheide (SUI)
2020  Cortina (ITA)
2019  Soldeu-El Tarter (AND)
2018  Åre (SWE)
2017  Aspen
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!