

Stockholm 2021-07-05

## **Letter of Support**

On behalf of VISITA, the employer's and trade organization for the hospitality industry in Sweden, I express my wholehearted support for the candidacy of Falun 2027 Nordic World Ski Championships.

A Nordic World Ski Championship in Falun 2027 would be of great importance for Sweden. It would be beneficial for the tourism industry by attracting more visitors to the region of Dalarna and Sweden. The global market research company Euromonitor International named Sweden the most sustainable holiday destination of 2021.

VISITA represents more than 5 500 companies, owning 8 000 hospitality establishments in Sweden. Our members are mainly hotels, restaurants, but also camping, ski resorts and more. Together they represent about 75 % of the total turnover of the Swedish hospitality industry.

A Nordic World Ski Championship in Falun 2027 would enable investments in new infrastructure, new facilities, increase growth and create new jobs.

On behalf of VISITA, I am pleased and proud to support the Nordic World Ski Championship in Falun 2027. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jonas Siljhammar', with a long horizontal flourish extending to the right.

Jonas Siljhammar  
CEO VISITA