



# SAS collaborates with Alpine World Cup Åre 2025 to foster sustainable air travel

**SAS and Alpine World Cup Åre 2025 have partnered to make travel to the event more sustainable. As part of this, SAS will provide Sustainable Aviation Fuel (SAF) for 500 athletes and team members traveling to the event, taking place on March 8-9, 2025.**

Together, SAS and Alpine World Cup Åre are taking meaningful steps toward a more conscious and responsible approach to travel for global sporting events. To decrease the carbon footprint, SAS will add SAF for 500 athletes and team members, significantly lowering the emissions. Using SAF can help reduce life cycle carbon emissions by up to 80% compared to traditional jet fuel, with the exact reduction depending on the fuel's composition and production process.

*"At SAS, we are proud to support Alpine World Cup Åre and, through this collaboration, contribute to reducing the climate impact of air travel. SAF is a key element in our strategy to drive aviation toward a more sustainable future. Achieving this requires collective action and we hope to inspire others in the sports and events industry – and beyond – to make responsible choices,"* says Erik Westman, Chief Revenue Officer at SAS.

For large-scale events, air travel is often the primary means of transportation for participants, and as such, it plays a substantial role in the overall climate impact.

*"We recognize that air travel is an integral part of international sports, and we are committed to making travel to Alpine World Cup Åre as sustainable as possible. Through our partnership with SAS, we aim to take responsibility and inspire other stakeholders in the sports world to make conscious travel choices,"* says Olle Danielsson, CEO of Alpine World Cup Åre.

Transforming the aviation industry demands a joint effort from airlines, policymakers, authorities, corporations, and travelers. Every contribution matters. When booking a flight with SAS, passengers have the option to include SAF – a growing choice in the transition to more sustainable air travel.

SAS and Alpine World Cup Åre view this partnership as a key step in promoting conscious travel solutions at international sporting events. By highlighting the potential of SAF to reduce the climate impact of global travel, they aim to set a precedent for more environmentally responsible event transportation.

**For more information, please contact:**

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*SAS, Scandinavia's leading airline since 1946, operates a global hub at Copenhagen Airport (CPH), complemented by hubs in Oslo (OSL) and Stockholm (ARN).*

*Our mission is to connect Scandinavia with the world and the world with Scandinavia. Each year, SAS serves more than 25 million passengers and transports 60,000 tons of cargo to 135 destinations across Europe, the USA, and Asia. With a relentless focus on operational excellence, SAS ranks as one of the most punctual airlines in Europe and the world. With a passionate workforce of over 10,000 colleagues, we collaborate with partners and customers to drive transformative changes in aviation. We are committed to achieving net-zero emissions by 2050, embodying the visionary spirit of our founders: "To move from the old to what is about to come, is the only tradition worth keeping." Innovation and societal progress are at the heart of everything we do.*

*SAS joined SkyTeam in September 2024, and together with our partner airlines, we offer a wide network worldwide.*

*For more information, visit our website at [www.flysas.com](http://www.flysas.com) or follow us on social media for the latest updates and promotions.*