



Dalarna 2021-07-14

## Letter of support

The tourism organisation Visit Dalarna AB hereby confirms its support of the candidacy of Falun 2027 Nordic World Ski Championships.

A Nordic World Ski Championship in Falun 2027 would be of great importance for the region of Dalarna. It would be beneficial for the tourism industry as well as the regional business for a long time, by attracting more visitors to the region and strengthening the image of Dalarna as an attractive and active area for both outdoor activities and community development.

A Nordic World Ski Championship in Falun 2027 would enable investments in new infrastructure, new facilities, increase growth and create new jobs. It would also generate pride, community, and a forward-thinking spirit in the collaboration around a modern championship that would establish an important and long-lasting ground for future regional acceleration.



Jonas Rosén  
CEO Visit Dalarna