

Jobs and establishment

The municipality of Malung-Sälen is Dalarna's most enterprising municipality. The corporate culture is strong and about 16 per cent of the working population are responsible for a business.

The economy is dominated by two strong sectors: tourism and industry. Sälenfjällen is Northern Europe's largest alpine ski resort and the largest tourist area in the Nordic countries with around two million guest/nights per year. Sälenfjällen is a strong tourist destination that has a turnover of about 2.5 billion kronor per year. In the peak season in winter about 80,000 people move about the district daily. The number of visitors is also quite high even in the summer months.

The stock market quoted Skistar is the largest player in the Sälen district with ski areas in Lindvallen, Högfjället, Tandådalen and Hundfjället. Other large players are the ski areas in Stöten, Kläppen and the Högfjäll Hotel. Every winter about 2,000 seasonal workers are employed.

Industrially, the municipality has traditionally been dominated by forestry and the wood products industry. Companies in the construction industry, trade and transport sectors and private, personal and cultural services have increased in the last year in line with increasing tourism. Fiskarhedens Trävaru AB, was established in 1923 and today, with its 105 annual employees and a sawn capacity of 270 000 cubic metres, it is one of the country's largest sawmills.

Technical manufacturing industry and the leather trade are other important sectors in the municipality. The leather industry has a long and proud tradition in Malung. PG Elfström is the only company in Sweden that still manufactures leather clothing. Jofama is known for making motor cycle clothing, and collaborates with well-known designers to develop trendy, stylish and fashionable leather clothing.

The municipality of Malung-Sälen is held up as an example because of its low youth unemployment. This is because of a generation shift and in future there will be a wide selection of available jobs in the municipality.



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