



RUM FOR VÆKST

DANSK KYST- & NATURTURISME
2. OKTOBER 2018

Hoteller i Aarhus - 2010

Downtown

Radisson SAS Hotel Scandinavia ****	234
Hotel Villa Provence***	42
Hotel Ritz*** (Best Western)	67
Scandic Hotel Plaza Århus ***	162
Hotel Royal ****	65
Hotel Guldsmeden**	27
Hotel Cab Inn***	192
Hotel Philip (suitehotel)***	8
Choice Comfort Hotel Atlantic***	102
Hotel Oasia*** (Best Western)	66
Værelser Downtown	950

10. Min fra Aarhus

Helnan Hotel Marselis **** (Best Western)	150
Hotel La Tour***	101
Scandic Hotel Århus ***	160
Hotel Mercur***	103
Årslev Kro & Hotel***	78
Koldkærgård Konferencecenter	65
Århus Idrætspark Sportskollegium*	28
Værelser	685

1.637 værelser

Hoteller i Aarhus - 2018

> Downtown

Hotel	Stars	Capacity
Comwell	****	240
Radisson Blu	****	234
Scandic City	****	228
Hotel Cab Inn	***	400
The Mayor (Scandic)	***	162
First Hotel Atlantic	***	102
Hotel Ritz Aarhus City	***	67
Hotel Royal	***	65
City Hotel Oasia	***	65
Hotel Villa Provence	***	39
Hotel Faber	***	18
Hotel Ferdinand	***	7
Wake Up	**	315
Hotel Guldsmeden	**	27
Hotel Carmel		13
Danhostel Aarhus City	Hostel	17
City Sleep In	Hostel	43
Total		2042

> 10 min. from Aarhus

Hotel	Stars	Capacity
Helnan Hotel Marselis	****	165
Montra Hotel Sabro Kro	****	88
Scandic Aarhus Vest	***	151
Zleep Hotel Aarhus	***	126
Hotel La Tour	++	101
Hotel Årslev Kro	***	78
Koldkaergaard Konferencenter		65
Danhostel Aarhus	Hostel	35
Aarhus Hostel	Hostel	35
Havnehotellet		26
Total		870

> Pipeline of announced hotel projects

Hotel	Opening	Capacity
Scandic / New Congress Center	2021	500
Comwell / Expansion	2020	200
Brøchner Hotels / Library Hostel	2019	125
Zleep Hotel / Aarhus N		
Rezidor / Radisson Red in Aarhus C		
Private operator / GUESTapart		
Total		

**2.912 værelser
1.088 på vej**

++ Hotel La Tour is announced closed due to development of a housing project on the site

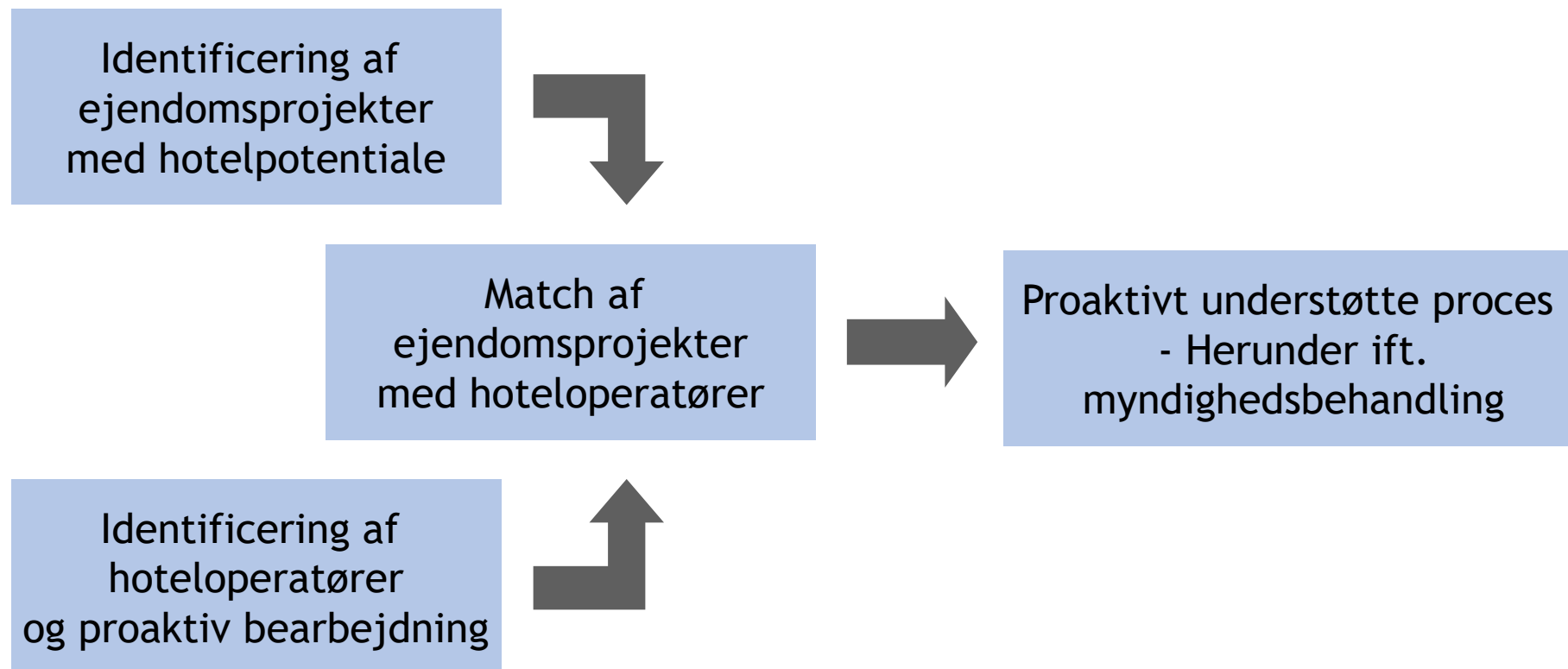








Strategien lidt forsimplet ...



Strategien med et ekstra tiltag ...

Udbud af projekter,
som kan det,
vi gerne vil have

+

Identificering af
ejendomsprojekter
med hotelpotentiale



Match af
ejendomsprojekter
med hoteloperatører



Proaktivt understøtte proces
- Herunder ift.
myndighedsbehandling

Identificering af
hoteloperatører
og proaktiv bearbejdning



Strategien mere nuanceret ...

ÅRHUS I DAG
— AARHUS TOMORROW 



Der var engang ... i 2009 ...

Product

Price

Place

Promotion

Product

Price

Place

Promotion



- › AROS is an international recognized museum
- › The international artist Olafur Eliasson has created a unique piece of art on the rooftop of the Art Museum AROS .
- › Your Rainbow Panorama is a strong symbol of Aarhus and AROS Art Museum.
- › ‘The Next Level’ by James Turrell is in planning





- › The new Moesgaard Museum is a huge attraction not only because of the architectural design of the museum and the exhibitions, but also due to its location in the beautiful natural surroundings south of Aarhus, overlooking the woods and sea.
- › Moesgaard Museum has been awarded two Michelin stars in Michelin's tourist attraction guide.





- › Den Gamle By (The Old Town) is a national open-air museum of urban history and culture in Denmark through three decades. The museum consists of more than 75 historic houses relocated from all over Denmark.
- › The museum has just been expanded with a 1974 section.
- › The Old town is a unique world-class attraction with three Michelin stars in the Travel Guide.





- › Gastronomy in Aarhus is of the highest order, and the creative gourmet chefs are second to none. With four Michelin restaurants and several Michelin Bib Gourmand in this modestly-sized city, Aarhus certainly has ample backing for its claim to offer world-class gastronomy.
- › The Gastronomy Scene has become a reason-to-go that did not exist 5-7 years ago.
- › In 2017, Aarhus was European Region of Gastronomy





- › NorthSide was held for the first time at Tangkrogen in Aarhus in 2010 as a one-day festival
- › In 2018, it's an urban festival with 40,000 visitors and no camping area means that all hotels are sold out

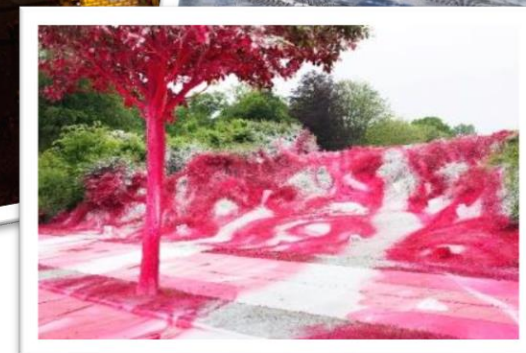


Aarhus is continuously hosting largescale international events. The largest in 2018 is **Hempel Sailing World Championships Aarhus 2018** which is a major international yacht-racing event. In addition to this world-class sporting event, a maritime festival will take place in the harbour area.

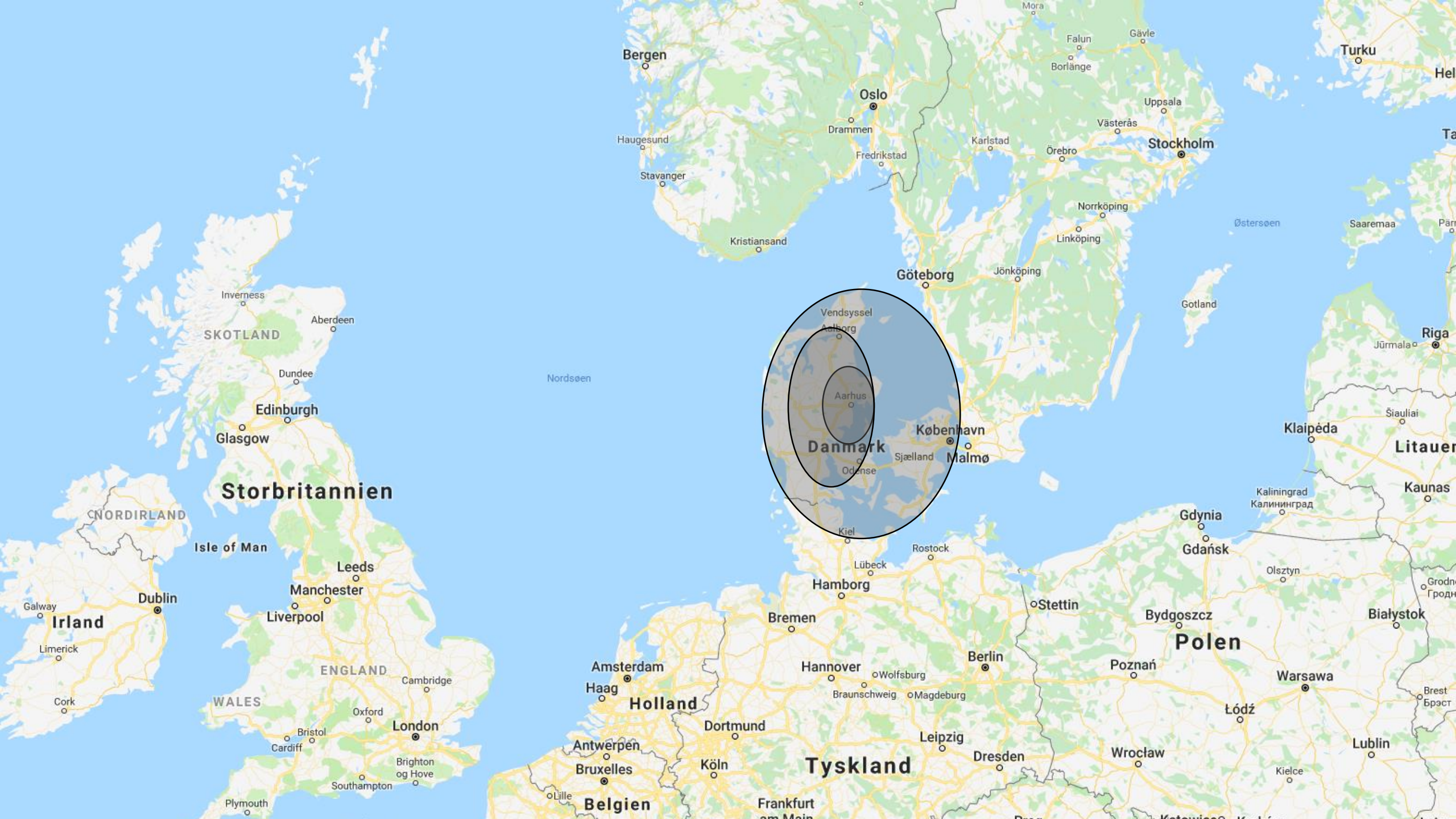


Aarhus - European Capital of Culture 2017

- › Aarhus was European Capital of Culture 2017 under the theme is "Let's Rethink"
- › Budget DKK +420 million.
- › The project is used to
 - develop new projects and with a strong focus on legacy
 - branding of Aarhus as a destination







SKOTLAND

Edinburgh

Glasgow

Storbritannien

NORDIRLAND

Isle of Man

Leeds

Manchester

Liverpool

ENGLAND

Cambridge

London

WALES

Bristol

Oxford

Brighton og Hove

Plymouth

Irland

Dublin

Galway

Limerick

Cork

Bergen

Oslo

Haugesund

Stavanger

Kristiansand

Drammen

Fredrikstad

Karlstad

Falun

Borlänge

Gävle

Uppsala

Västerås

Stockholm

Örebro

Norrköping

Linköping

Göteborg

Jönköping

Gotland

Vendsyssel

Aalborg

Aarhus

Danmark

København

Malmö

Sjælland

Odense

Kiel

Lübeck

Rostock

Hamburg

Bremen

Amsterdam

Haag

Holland

Hannover

Wolfsburg

Braunschweig

Magdeburg

Berlin

Stettin

Bydgoszcz

Poznań

Polen

Warsawa

Lódź

Białystok

Lublin

Antwerpen

Bruxelles

Belgien

Dortmund

Köln

Tyskland

Frankfurt am Main

Dresden

Wrocław

Kielce

Turku

Hel

Ta

Pa

Riga

Jūrmala

Siauliai

Litauen

Kaunas

Klaipėda

Kaliningrad

Калининград

Gdynia

Gdańsk

Olsztyn

Grodno

Гродно

Brest

Брэст



Accessibility

Aarhus is reachable with one-stop transits from more than 530 destinations worldwide



Product

Price

Place

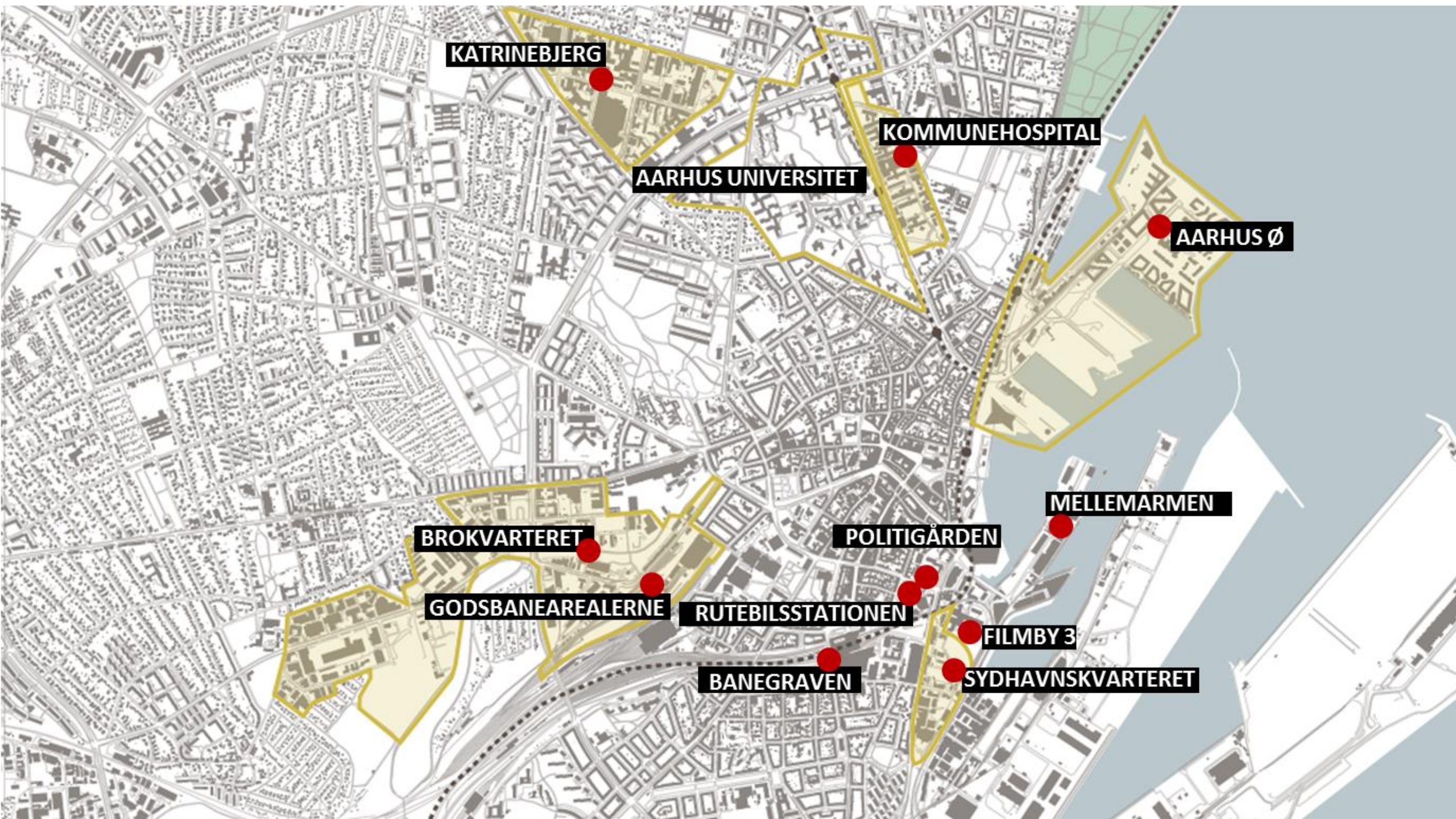
Promotion

Product

Price

Place

Promotion



KATRINEBJERG

KOMMUNEHOSPITAL

AARHUS UNIVERSITET

AARHUS Ø

BROKVARTERET

POLITIGÅRDEN

MELLEMARMEN

GODSBANEAREALERNE

RUTEBILSSTATIONEN

FILMBY 3

BANEGRAVEN

SYDHAVNSKVARTERET











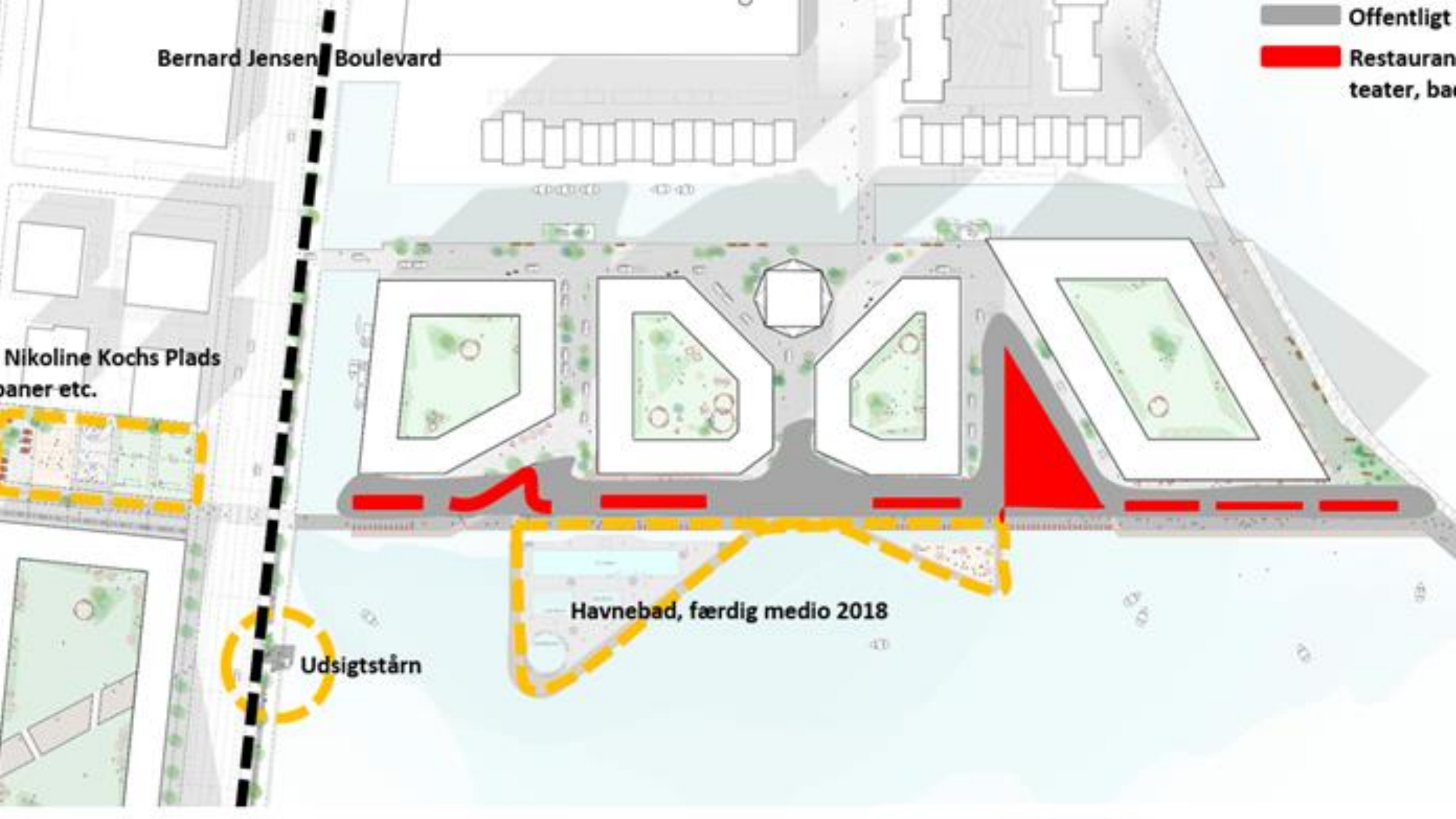
Product

Price

Place

Promotion





Bernard Jensen Boulevard

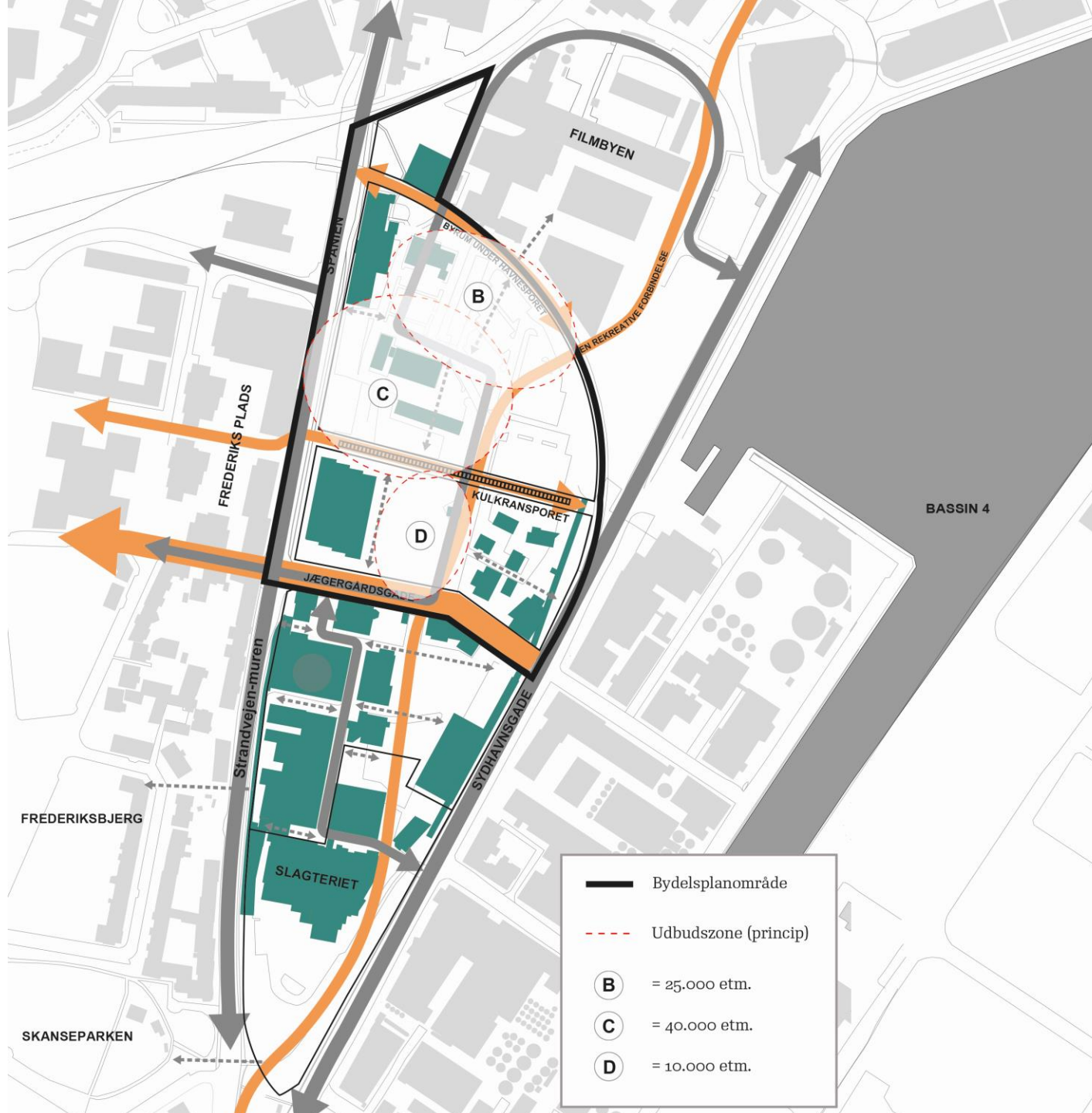
Offentligt
Restaurant, teater, bar

Nikoline Kochs Plads
baner etc.

Havnebad, færdig medio 2018

Udsigtstårn







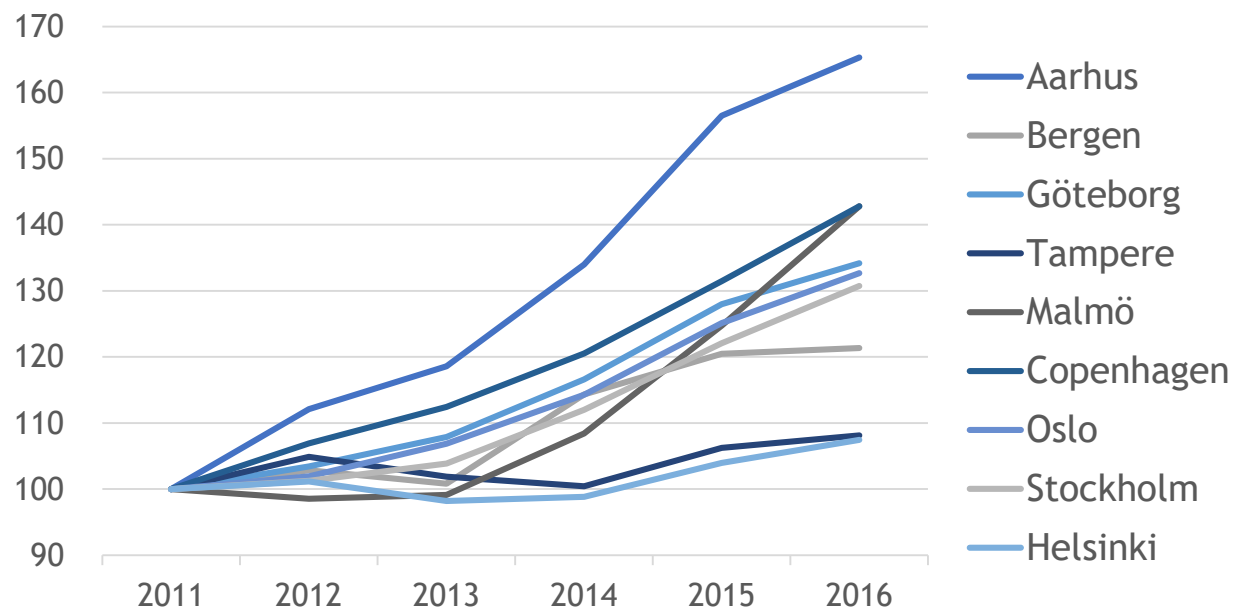
The Hotel Market in Aarhus

An Overview: What is going on?



Highest growth in the Nordic Region

Benchmark on development in bednights in Nordic capitals and second cities, 2011-2016



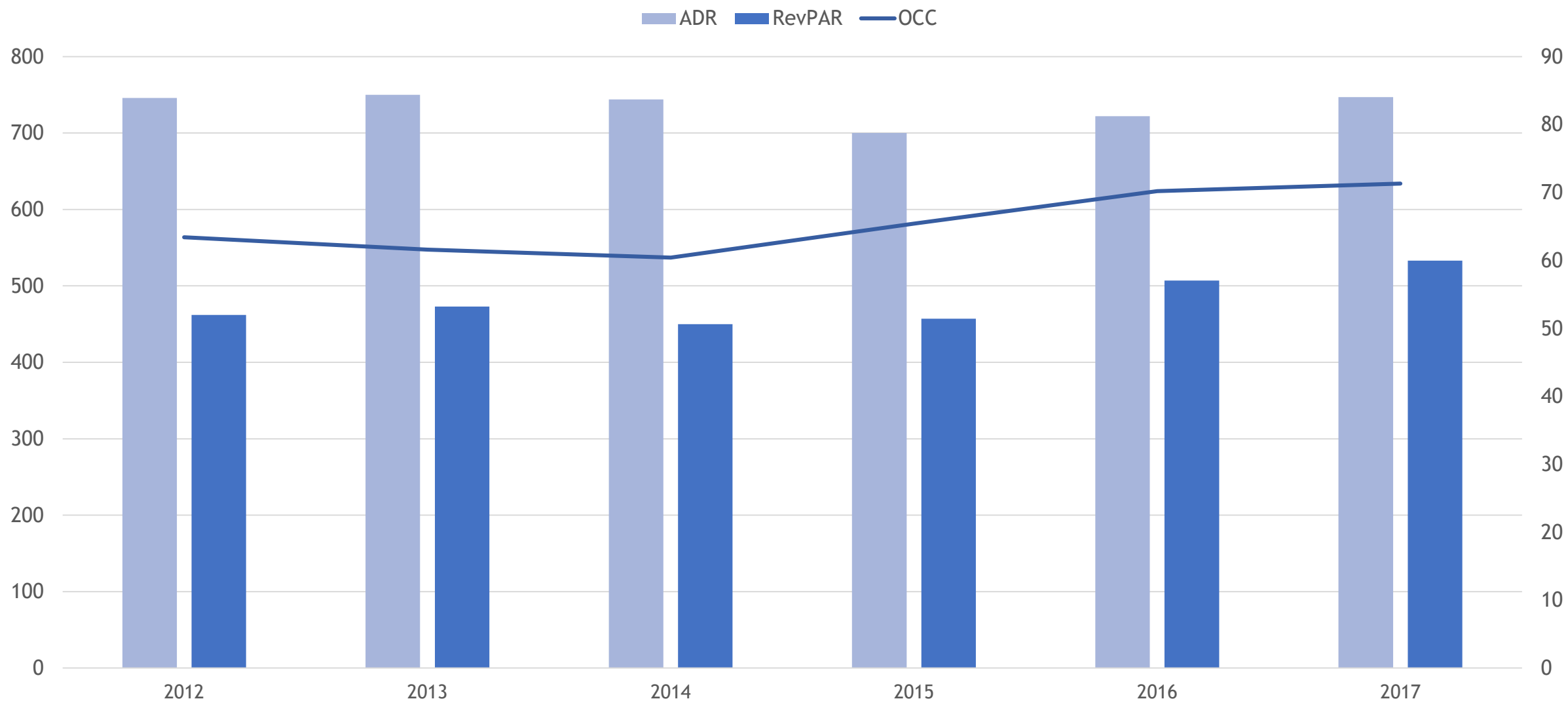
2017-numbers not yet available for all cities
Sources: European Cities Marketing

Development in bednights in Aarhus, 2011-2017

Year	No. of bednights
2017	921.008
2016	818.030
2015	735.235
2014	660.708
2013	587.227
2012	554.741
2011	508.507

Sources: Statistics Denmark

Hotel Market - Key Performance Indicators 2012-2017



No. of rooms reporting	2012	2013	2014	2015	2016	2017
	1,172	1,172	1,412	1,538	1,538	1,853



KEEP MOMENTUM – TOGETHER

STRATEGI FOR VISITAARHUS 2025

Turismen har i de senere år skabt flere jobs og mere vækst til Aarhus end nogensinde før. Den positive udvikling er ikke kommet af sig selv. Det er en vækst med vilje. Skabt af en bred vifte af investeringer fra offentlige og private parter. Og rejsen skal fortsætte. Her er VisitAarhus' strategiske plan for, hvordan VisitAarhus kan og vil bidrage til, at turismen i de kommende år fortsat kan være med til at udvikle Aarhus, Region Midtjylland og Danmark som helhed.



Udvalg af pejlemærker

- › **Vi fordobler turismen**
fra ca. 1 mio. overnatninger i 2015 til ca. 2 mio. Overnatninger i 2025
- › **Vi øger andelen af internationale gæster**
fra 29% til 40% i 2025
- › **Vi fordobler kongresforretning**
fra ca. DKK 1 mia. til ca. DKK 2 mia. i 2025
- › **Vi styrker hotelscenens internationale approach.**
Etablering af yderligere fem internationale hotelbrands frem mod 2025.

Welcome to Aarhus

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 Visit Aarhus

