

EVENT STRATEGY 2020-2025





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The Event Strategy 2020-2025 is an overall tool used to set the direction for the event area in Aarhus. It is the city's second event strategy, and it has been created in close collaboration with the many event actors in Aarhus.

- Events contribute to growth and development in Aarhus
- Events help make Aarhus an attractive city to live in, work in, study in, do business in or visit as a guest.
- Events strengthen the international positioning of Aarhus as a professional and strong event city.

The event strategy was adopted by Aarhus City Council on 24 June, 2020.

The graphic layout was updated in February, 2024.

The Danish version of the strategy can be downloaded here:

https://aarhusevents.dk/media/1fhcwhnw/eventstrategi-2020-2025-aarhus-kommune_layout-opdateret-januar-2024.pdf



SPECIAL EVENTS & UPCOMING EVENTS

- The Tall Ships Races 2026
- iQFOiL World Championships 2025
- DP World Tour: Danish Golf Championship 2024
- Royal Run 2024 (previous editions: 2022, 2019, 2018)
- World Championships 29'er Sailing Class 2024
- Urban Sports Festival Aarhus 2024 (previous editions: 2023, 2022)
- The Ocean Race Stopover 2023
- European Championships 49'er + Nacra Sailing Class 2022
- UEFA Euro 2021 fanzone with Danish National Television
- Thomas & Uber Cup 2020
- WDSF European Championship Ten Dance 2020
- Aarhus Dance Festival Break 2020
- FEI World Cup Dressage 2020



Photo: Lars Møller

STRATEGIC MEASURES

GROWTH

Events are a driver for the branding of Aarhus as well as the growth and development of the city.

DEVELOPMENT

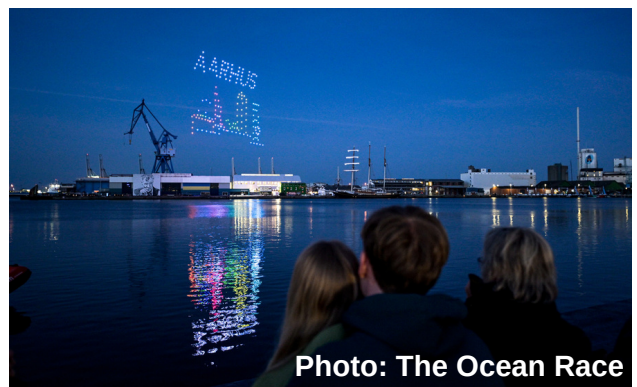
Events are means to support local as well as national strategic efforts and policies.

EXPERIENCES

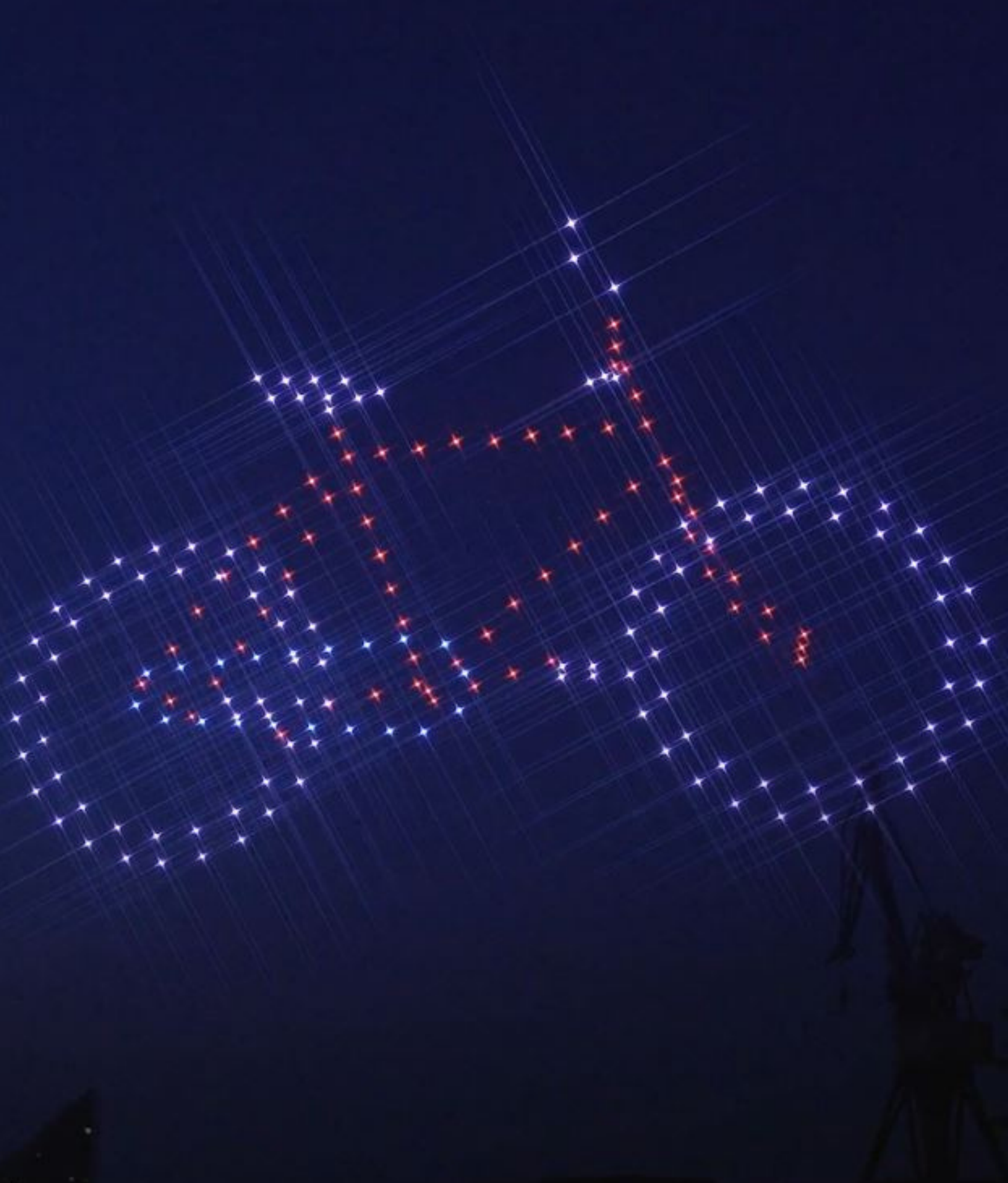
Events must create (memorable) experiences.

FOCUS AREAS 2020-2025

1. The event strategy has an overall international aim, but it also focuses on major national, regional or local events that can contribute to achieve the goals.
2. Events in sports, culture, and tourism are the main focuses of the strategy, but other areas can also be included.
3. Events as showcase for how the city of Aarhus will focus on sustainability and green change.
4. Aarhus city as physical setting for the events.
5. The collaborative city - co-creation and network.



6. Aarhus can and must think beyond the municipal boundaries.
7. Making major events in Aarhus accessible and relevant to the city's citizens.
8. A strong event city requires good voluntary organization.
9. The effect of events and the city getting the most out of them.
10. Event organization is consolidated.



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