

Business Aarhus

# Aarhus – a city of shopping

# Introduction to Aarhus





## Why Aarhus

- › With its huge variety of cultural offerings and many shops, Aarhus is regarded as Western Denmark's shopping city number 1.
- › The city of Aarhus has a huge selection of shops and restaurants, the reason why the rating agency "Retail Institute Scandinavia" has ranged Aarhus as the most attractive shopping city in Denmark several times.
- › Aarhus offers great conditions for the retail industry. This is mirrored in the employment rate for the retail industry in Aarhus, which has grown by 20% during the last years.
- › The many cultural offerings situated in Aarhus contribute to a dynamic, urban life stimulating Aarhus as a shopping destination.



## About Aarhus, Denmark

- › The greater Aarhus has a population of 1.2 million, while 315,000 is living in the city of Aarhus
- › Aarhus is a city of knowledge with a University in the TOP100 of the worlds 17,000 universities
- › The City seeks to become the European Capital of Culture in 2017
- › Aarhus has one of the youngest populations in Scandinavia





## Growth Objectives For the year 2030

**375,000** inhabitants  
(Compared to 300,000 in 2008)

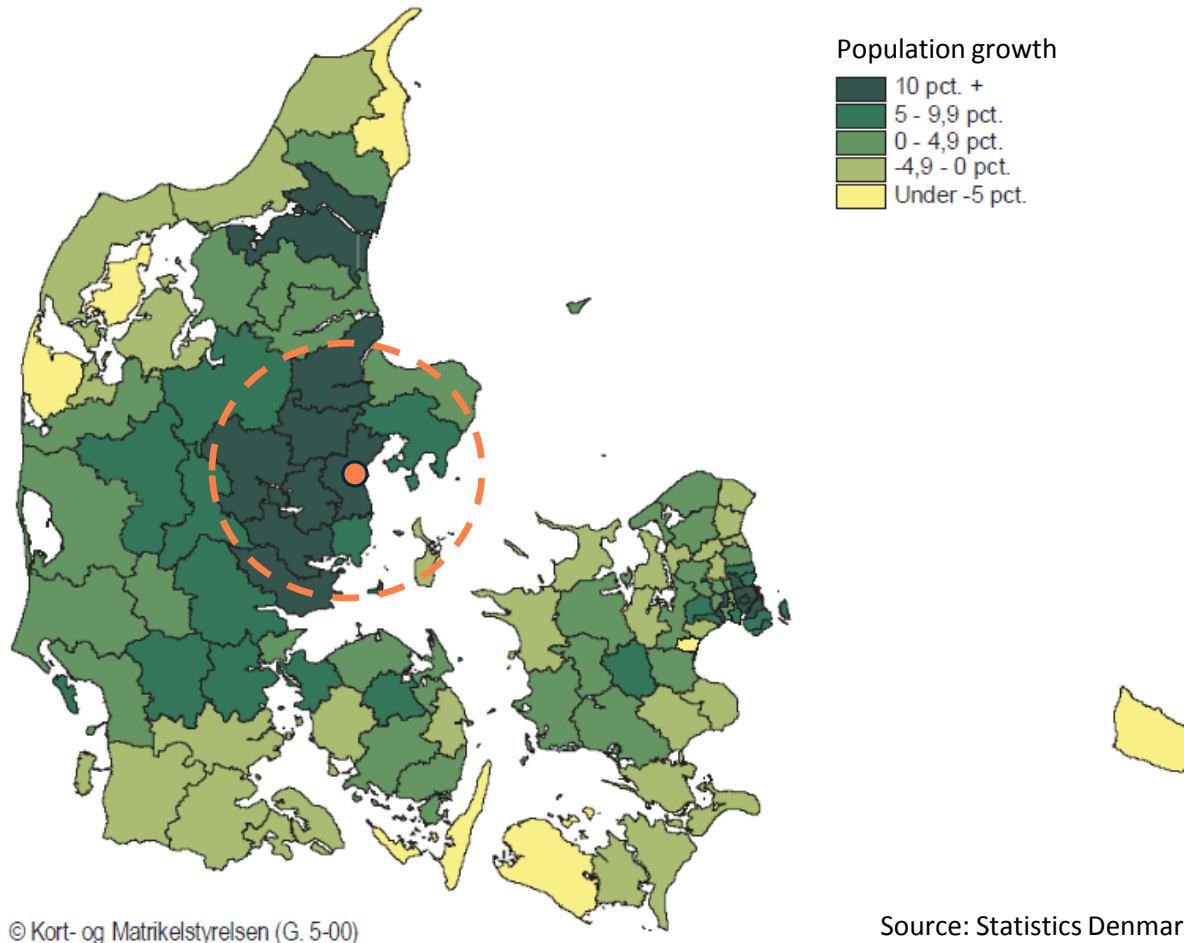
**230,000** jobs  
(Compared to 180,000 in 2008)

**200,000** homes  
(Compared to 150,000 in 2008)

**60,000** students  
(Compared to 40,000 in 2008)

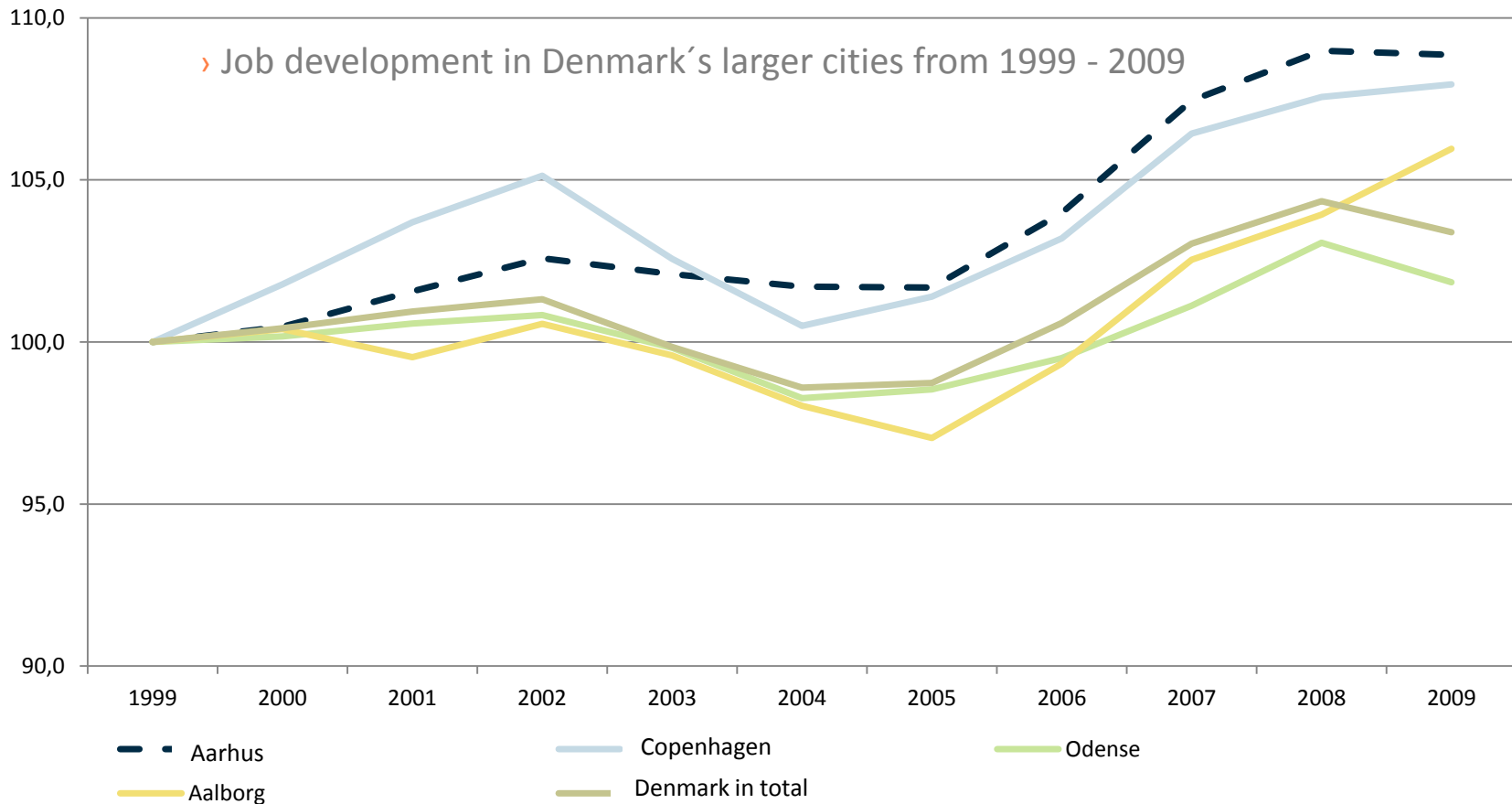
# Aarhus – A City of Growth

Forecast of population growth in Denmark 2011-2021



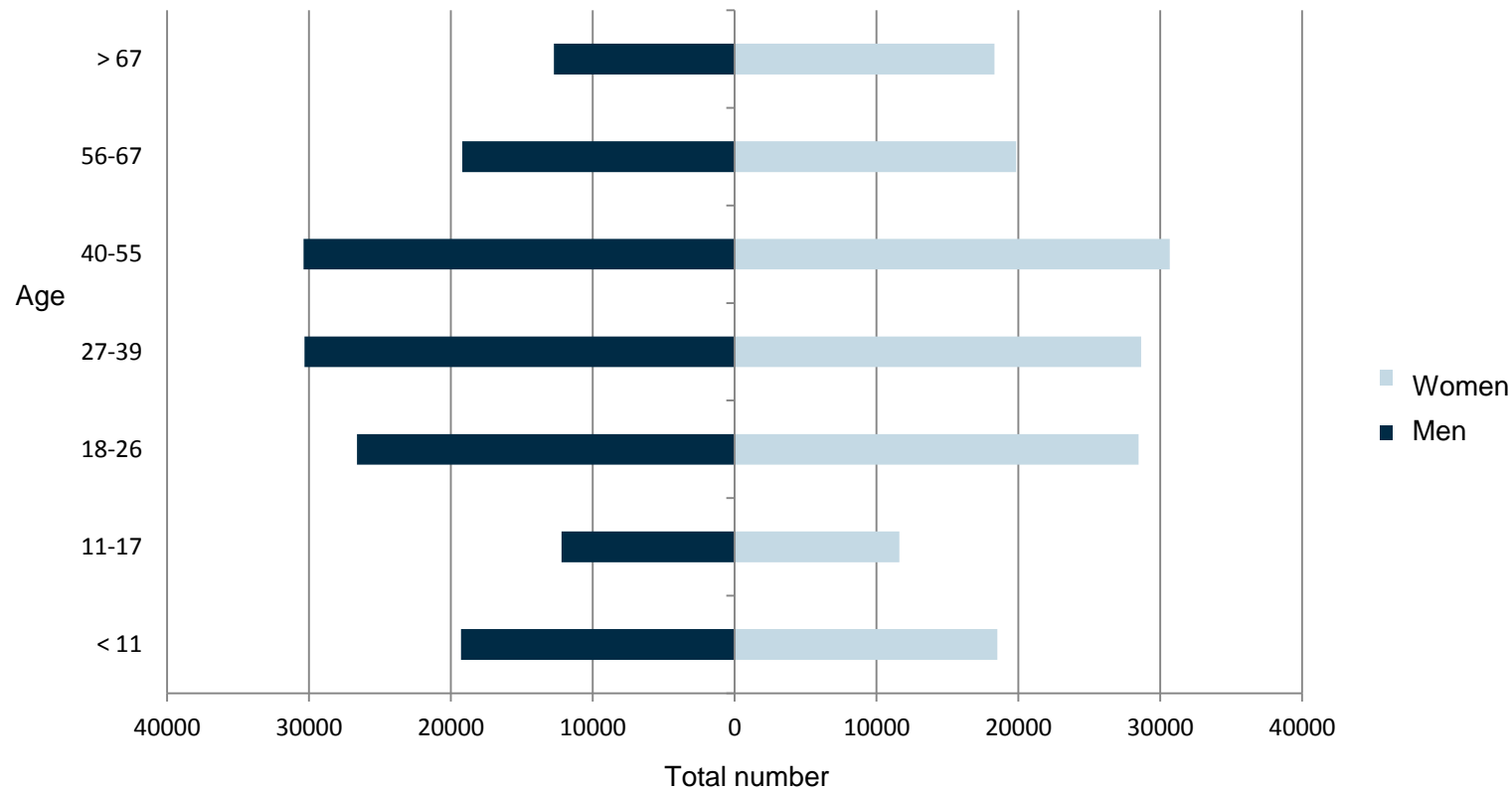
## Aarhus is Denmark's Leading City of Growth

Over the past 10 years the city has created more than 20,000 new jobs and therefore has the highest growth rate in Denmark



# Aarhus - one of the youngest cities in Scandinavia

Demographics of Aarhus 2010





*Aarhus - one of the youngest cities in Scandinavia*



**1st**

Aarhus has the youngest population in Denmark. 44% of the population in the city is under 30 years old.

**41%**

of the population in Aarhus is between 15-39 years old

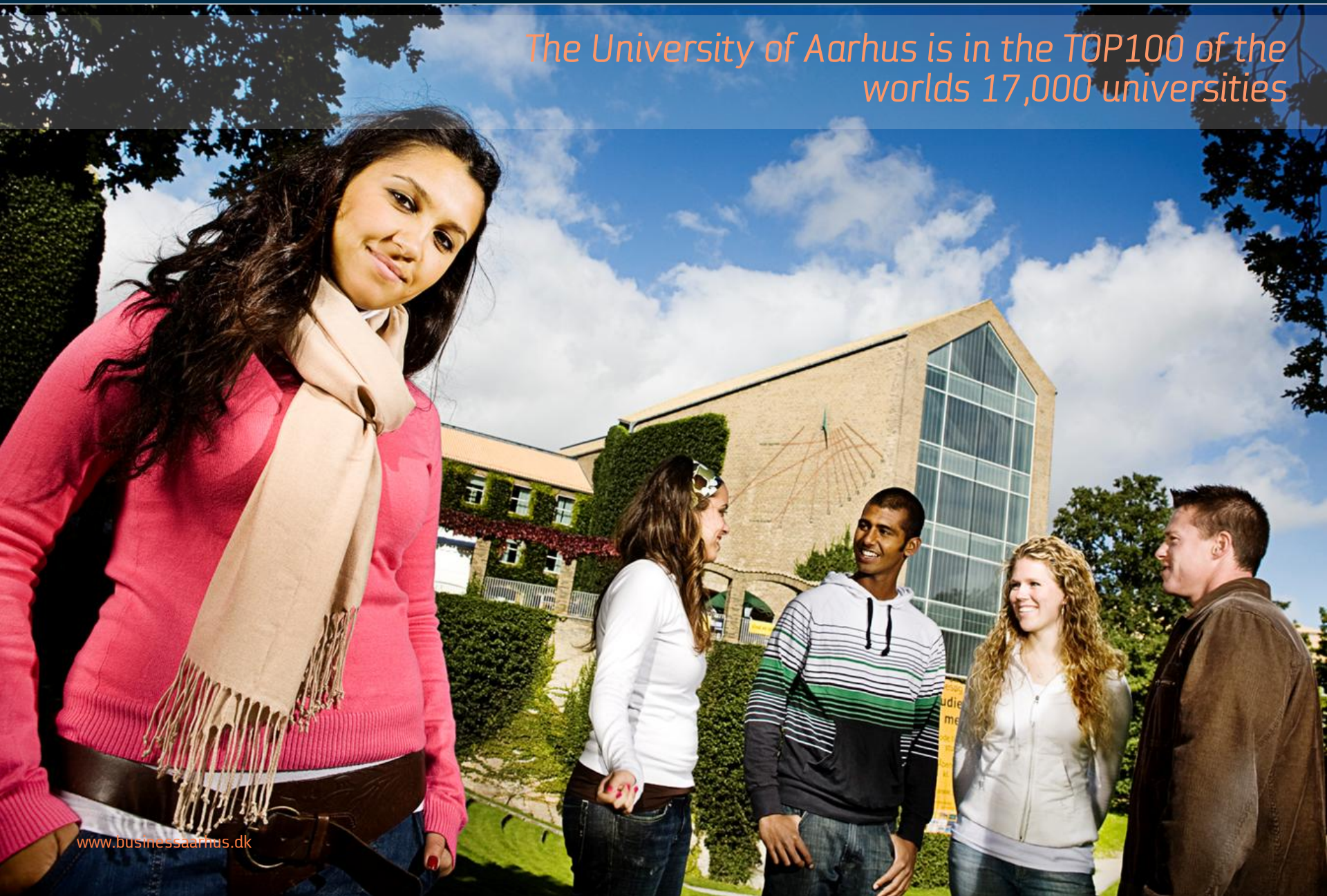
which is

**15%**

higher than the national average in Denmark.



*The University of Aarhus is in the TOP100 of the worlds 17,000 universities*





*Aarhus is the best shopping city in Scandinavia*





## Aarhus – a city of shopping

### Studies show that....

- › Aarhus is ranked as **the most attractive shopping** city in Denmark, and achieves top marks in 9 out of 11 areas  
(Retail Institute Scandinavia)
- › During the last couple of years Aarhus has improved its position as **the most important shopping city** in Western Denmark  
*"Aarhus is strengthening its position in Western Denmark, because the city has such a large variety and amount of shops, restaurants and cultural offerings to the younger people." - Institut for Center-Planlægning*  
(Institut for Center-Planlægning)
- › Aarhus is **the best shopping marketer** in Denmark  
*"Aarhus is awarded this prize because of its efforts to combine culture and shopping with the experience economy."*  
(Aarhus won the City Branding Award in 2010, Retail Institute Scandinavia)
- › Out of 14 nordic and baltic cities **tourists choose Aarhus** for shopping  
*"Aarhus have a higher share of tourists motivated for shopping than the average city."*  
(Nordic Innovation Centre)



# Aarhus – a city of shopping

## Facts

**8.4 billion**

Danish Kroner incl. tax was spent on staple goods in 2009.

**12.3 billion**

Danish Kroner incl. tax was spent on clearance sale in 2009.

**7.3 billion**

Danish Kroner incl. tax was in total spent on clearance goods and staple goods in the city center in 2009.

**3.5 %**

increase in revenues regarding staple goods during the financial crisis.

**5.5**

percentage point lower downfall in the revenues of clearance goods during the financial crisis than the rest of the country.

**11 million**

visitors in the shopping mall "Bruuns Galleri" in 2010 (Denmark's most visited shopping mall).

**20 %**

increase in the employment rate in Aarhus retail industry during the period of 2006-2009 (Which is twice as much as the general average).

# Aarhus – a city of shopping

## City areas



### › The main shopping street "Strøget"

Is 850 meters long, and thereby the longest shopping street in Jutland. The street is filled with department stores and has a huge variety of well-known shops.

### › The Latin Quarter

Is the oldest part of Aarhus and is well-known for its unique atmosphere and huge variety of fashion and designer stores.

### › The Shopping Mall "Bruuns Galleri"

Is Denmark's biggest and most visited city mall.

### › Bruunsgade/Jægergårdsgade

An unpretentious atmosphere with focus on gastronomy and room for alternative retailers.

# Aarhus – a city of shopping

## Shopping malls



- › Aarhus has three large shopping malls – the largest, Bruuns Galleri, is located in the city center.
  - › The shopping mall "Bruuns Galleri" is Denmark's most visited shopping mall with 11 million visitors a year.
  - › Bruuns Galleri is especially attracting many young shoppers.
- › The two shopping malls: "City Vest" and "Storcenter Nord" is located just outside the city.

Shopping Mall	No. of stores	Square meters	Visitors 2010 (mio.)
Bruuns Galleri	90	29,000	11
City Vest	65	25,000	3
Storcenter Nord	60	17,000	4.5



## Aarhus – a city of shopping

### Shops in the city center



- › The city of Aarhus has a broad selection of different fashion and designer shops scattered all over different areas of the city centre.
- › Furthermore there is also a number of unique fashion stores in the city's Latin Quarter, which offers new and exclusive designer labels.
- › The department stores "Magasin" and "Salling" are the two largest stores in the city centre with around 20,000 square meters.
- › Besides shopping, there is also plenty of opportunities for visitors to get something to eat/drink at one of Aarhus' many cafes/restaurants, which are located near the main shopping street or Aarhus Stream.



## Aarhus – a city of shopping

### Shops outside the city center



- › The two furnishing stores IKEA and ILVA are located in Skejby in the Northern part of Aarhus. Both stores attracts visitors from all parts of Western Denmark.

- › IKEA Aarhus currently has a shopping area equal to 14.000 square meters, but are planning to expand its facilities in 2012 to 35.000 square meters, which is expected to generate an increase in the number of yearly visitors.



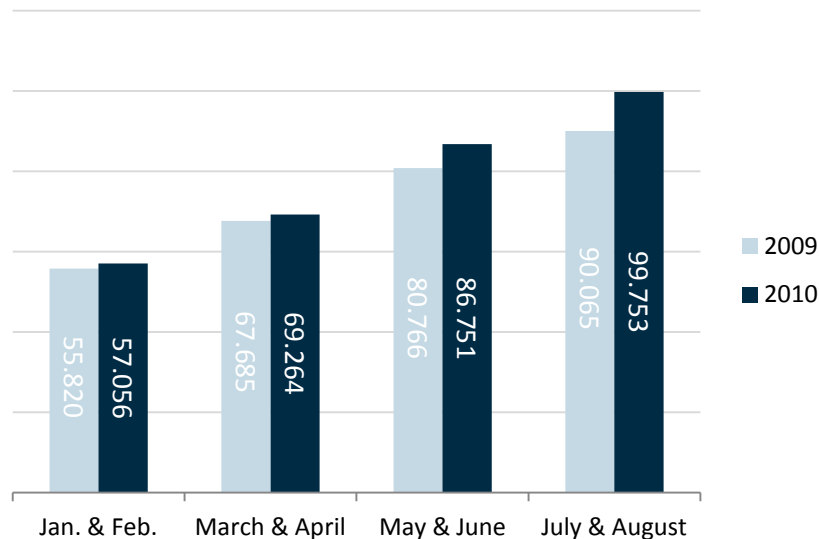
- › The stores "Bilka" located in Tilst and Kvickly located in Viby is also considered to attract visitors from Greater Aarhus areas.

- › Besides Bilka the suburban area of Tilst boasts a large variety of shops situated in Tilst because of the shops' demands for space and its close proximity to the highway E45 making it a hub for shopping in the Greater Aarhus area.

## Facts about Aarhus

### Tourism

#### › Hotel accommodations in Aarhus



#### › Number of visitors at Aarhus' tourist attractions in 2010

# 4,650,000

#### › Aarhus Cruise tourism

During the summer of 2011 approx. 20 cruise ships will arrive to Aarhus.

Every cruise ship is estimated to generate a profit around 1.5 – 2 million Danish Kroner.

## Business Tourism in Aarhus

- › Calculations from VisitDenmark show that the average business tourist in Denmark spend 2,542 DKK per day.
- › Each year the business tourism in Aarhus generates a profit equal to 829 million Danish Kroner. The total business tourism in Greater Aarhus is equal to 1.079 million Danish Kroner.
  - › The largest income is generated by the meeting segment, which spend 420 million DKK in Aarhus.
  - › Congress guests spend 331 million Danish Kroner in Aarhus.
  - › Trade shows and study tours are generating 78 million DKK.
- › It is estimated that the business tourism industry in Aarhus has a yearly growth potential equal to 700 million DKK.



## Initiatives

### › **Tourist strategy**

- › Representatives from the retail industry, cultural institutions of Aarhus, the business community, and the tourist institutions of Aarhus has joined efforts to strengthen Aarhus' position as a shopping city. One of the primary goals is to increase the overall tourist revenues in Aarhus.
- › To strengthen the conditions for the business tourism in Greater Aarhus, VisitAarhus and Central Denmark Region has made a regional investment of historical magnitude.
- › Aarhus University and The New University Hospital has a significant potential to attract conferences, seminars etc.

### › **Extraordinary experiences**

- › To ensure that all the tourists in Aarhus have a unique experience of the city during their stay, VisitAarhus and members from different areas of the business environment in Aarhus are working together to construct a number of Extraordinary experiences that will be offered to the visiting tourists.



*Aarhus – a capital of culture*  
*In 2011 more than 600.000 visited the art event Sculpture by the Sea*





## Aarhus - a capital of culture

*The city has a rich and diverse cultural life*

- › 22 concert and music organizers
  - › The international music festival NorthSide Festival attracts each Summer the biggest acts on tour.
  - › Every year 130 up-coming bands play at the SPOT Festival in Aarhus.
- › 16 museums and theme parks
  - › The art museum "ARoS", "The Old City" and the theme park "Tivoli Friheden" overall has more than 880.000 visitors a year.
- › More than 400 cafes and restaurants



## Aarhus - a capital of culture

*Below are listed just some of the cultural offerings in Aarhus:*

- › Sculpture by the Sea (+ 600,000 visitors in 2009)
- › The Aarhus Festival
- › Aarhus Theatre
- › NorthSide Festival
- › SPOT Festival
- › Aarhus Concert Hall
- › The art museum "ARoS"
- › The Old City
- › The theme park "Tivoli Friheden"
- › Moesgaard Museum
- › And many more



## *Aarhus has been chosen as European Capital of Culture 2017*



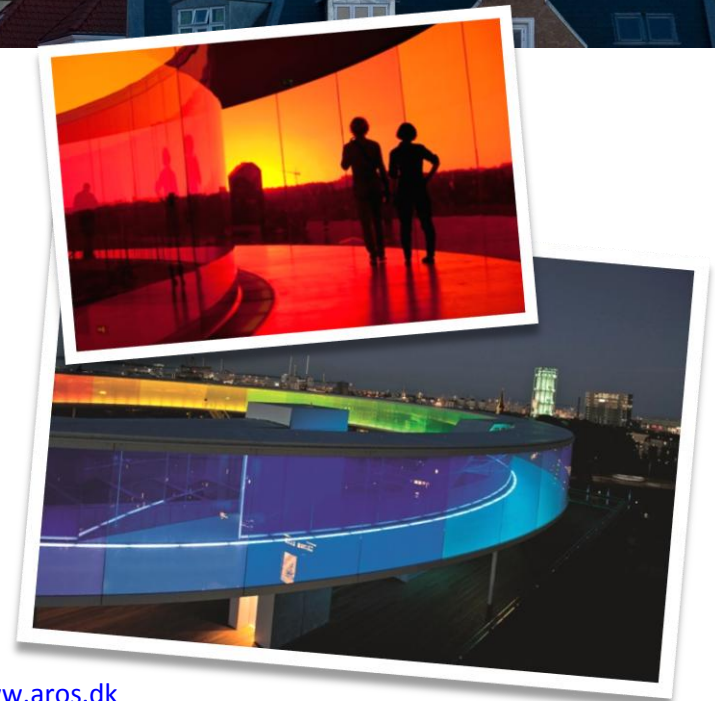
- › Aarhus was chosen by an independent jury in 2012 after a thorough preparation and application process to be the European Capital of Culture 2017
- › The theme for the project is "Rethink"
- › Earlier experiences conclude that the number of visitors and stays in hotels will increase as a direct result of the title as European Capital of Culture
- › Estimates indicates that 3.7 million people will visit Aarhus in 2016 and 2017 as a result of the title
- › The project will be used to highlight new projects and developments in Aarhus



## Aarhus - a capital of culture

*"Your Rainbow Panorama" opened in May 2011*

- › The international artist Olafur Eliasson has created a unique piece of art on the rooftop of the art museum "ARoS".
- › "Your Rainbow Panorama" opened in May 2011 and has become a strong, new symbol of Aarhus and "ARoS".





## *Aarhus – a city of growth*

In downtown Aarhus next to the central station a new neighborhood is going to be built at the old bus terminal, which in turn is moved to the central station. The shopping center Bruun's Gallery will be expanded with floors above the new bus terminal, and the new neighborhood will have homes, business and not least of all new shops, which will add further dynamics to Aarhus' attractiveness as a city of shopping.





As part of the construction of a new urban area on the inner harbour of Aarhus, the last part of Aarhus River will be reopened in 2015 after having spent decades covered by asphalt.

Find more information at: [www.businessaarhus.com](http://www.businessaarhus.com)



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