

# Scandinavian Christmas “Hygge” in Denmark’s Second City

**Aarhus – Denmark’s Second City, has experienced a significant increase in tourism during the recent years. Now Aarhus will exceed itself with the largest Christmas celebration ever to delight the many visitors.**

Aarhus is high on the list of must-see destinations among tourists. Being the “European Capital of Culture 2017” and with four Michelin starred restaurants, Denmark’s Second City is more popular than ever before.

In order to meet the surge in tourism, this year the city will exceed itself with a larger Christmas celebration than ever before to delight both citizens and tourists. From mid-November, the Scandinavian Christmas feeling will be everywhere with “hygge” activities for the whole family. The streets will be filled with beautiful decorations and museums, shops, restaurants, churches and food markets are ready to make the magical time before Christmas Eve memorable.

It all starts on November 9<sup>th</sup> with the annually recurring Christmas parade that marches through the central parts of the city. At the pedestrianised high street, Santa Claus will light the 850 meters long sparkling starry sky above the street, which is bigger and brighter than ever before.

When the long search for Christmas presents is over, you can enjoy Christmas concerts given at the Concert Hall or in the churches of Aarhus. At the city’s many Christmas markets, such as Ridehuset, Aarhus Central Food Market and not least Tivoli Friheden, you will guaranteed get in the right Christmas spirit. The theme park, Tivoli Friheden, will be transformed into an enchanting Christmas market where Christmas lights, decorations, food stalls and the normal rides sets the scene for a magical Christmas day.

The museums in Aarhus are also ready for Christmas celebration and offer a tempting selection of fascinating Christmas exhibitions. An absolute highlight is Christmas in Den Gamle By, the Old Town Museum, which is awarded the maximum three stars in the Michelin Travel Guide, offers a unique insight into Christmas celebration in Denmark over more than four centuries. The open-air museum is beautifully decorated in the same way as it was done from the 17<sup>th</sup> century until 1974. Every Christmas, thousands of guests experience the urban history and culture museum with historic buildings, guaranteed to give the whole family a magical Christmas experience. Here the guests can find historical shops and enjoy homemade traditional Danish Christmas food, sweets and hot drinks.

**Read more about Merry Christmas in Aarhus here:** [www.christmasinaarhus.com](http://www.christmasinaarhus.com)

**Photo caption:** *The Scandinavian Christmas feeling will be everywhere in Denmark’s Second City to delight visitors and residents alike.*

**For press pictures, press texts and other questions** please contact Fie Nadja Vedsmand at VisitAarhus’ communication agency, EHRENBORG SØRENSEN Kommunikation, on telephone + 45 28 15 88 97 or mail: [fv@ehrenbergsoerensen.com](mailto:fv@ehrenbergsoerensen.com)

## **About VisitAarhus**

VisitAarhus is the official tourism organization of Aarhus, which aims to develop tourism in Aarhus and to promote Aarhus as holiday and travel destination. VisitAarhus is a business fund with the mission to contribute to the

success of Aarhus tourism for the city, the region and for the whole of Denmark by positioning and developing Aarhus as a passionate and adventurous city with quality experiences for residents, businesses and visitors.

Tourism in Aarhus has experienced a good growth in recent years. Commercial overnights amount to more than one million and there has been an increase of over 86 percent in the period from 2011 to 2017. Tourists spend 3.9 billion DKK annually on overnights and experiences in Aarhus. Among these, business tourism accounts for 2.1 billion DKK of the consumption.