



ACTION PLAN 2021



Rebuilding tourism in the Aarhus region

The Action plan 2021 is our joint working tool to meet the priorities launched in the strategy **A great place to live, is a great place to visit.**

The theme of the Action plan 2021 is rebuilding tourism in the Aarhus region, and the clear ambition is to contribute to this in a sustainable way – both financially, socially and environmentally.

In 2021, VisitAarhus will use all efforts to restore tourism and attract guests to the Aarhus region again, help companies restore their business foundation and value chain and in this way balance tourism and make it contribute positively to the local economy and workplaces. Most of the activities in this Action plan concerns marketing, sales and business development focused on this particular goal.

2021 is the year where we focus seriously on working with local pride and communities. We have 2,100 incredible volunteers in VisitAarhus, who are ready to resume the dialogue with guests and lend a helping hand at local events. It is important in this Action


plan to ensure the future financial basis for the efforts of volunteers and to start spreading the concept broader geographically.

The Action plan 2021 further emphasises the focus on promoting green tourism in the Aarhus region. Specific activities such as the launch of a sustainability network, focus on certification and building of sustainability universes contribute directly to take on leadership in sustainability.

In 2021, it is an important theme that VisitAarhus develops as a project organisation. In 2021, VisitAarhus has 12 projects with external financing ranging from outdoor, culture and nature-based activities to a wide range of innovation projects. In 2021, VisitAarhus is focused on taking action on each of these projects and on building a level of knowledge and competencies enabling us to work with high-level project-based development of tourism in the future.

The Action plan covers three main focus areas, each including a number of activities:

- 1. We hold on to Danish tourists and reclaim the international guests**
- 2. We help the tourist industry in a time of crisis**
- 3. We meet guests on location – openminded and with respect**



1

We hold on to Danish tourists and reclaim the international guests

Marketing with focus on more visitor ready guests and sustainable content

Due to the COVID-19 pandemic, we still have increased focus on the Danish market. Campaigns must inspire the Danes to choose the Aarhus region as their holiday destination. This will be combined with international campaigns targeted at local markets, which are already acquainted with the strength positions at the destination and have easy access geographically.

All marketing activities are centred on “ready to visit”, “sustainable content” and “knowledge sharing”. This means that the purpose of our activities is to create higher user commitment across campaigns and channels. We produce content which can be reused in future efforts and at more platforms. We continuously inform about the goals, target groups and performance of campaigns.

ACTIVITIES IN 2021

- ▶ Large campaign at the Danish market (“the best guide is local”) as well as campaigns at the Norwegian, German, Swedish and Dutch markets as soon as this is possible
- ▶ New sustainable content universes at our websites making it easier for guests to make green choices
- ▶ Marketing of activities attracting Danes to the destination around the calendar year
- ▶ Optimise content at our platforms based on customer experience and customer type
- ▶ Visualising marketing channel strategies
- ▶ User experience analysis clarifying user behaviour on websites.

A stronger brand and increased awareness

In 2020, the new destination was launched, and with the Aarhus region as our starting point we are in a new and unique situation where we can create strong and attractive stories targeted at different groups.

At the Danish market, there is considerable awareness of the many amenity values of the destination as well as guest loyalty. At the international market, we have been increasingly successful in building awareness of some of the strength positions of the destination. However, there is still a need for building international awareness and thinking innovatively to maintain momentum.

ACTIVITIES IN 2021

- ▶ New branding strategy for the Aarhus region and a communication profile
- ▶ New awareness analysis for the Aarhus region with focus on Denmark, Norway, Sweden, Germany, Holland and Great Britain
- ▶ Increased media effort nationally and internationally with focus on a sharper and sustainable Aarhus region profile and reactivation of international journalists, bloggers and influencers who have previously visited the destination
- ▶ Strengthening of local storytelling with strong local ambassadors through My experience guide at Facebook and Instagram. Test of TikTok as a channel
- ▶ Strengthening of communication concerning sustainable products, experiences, and initiatives in the Aarhus region.

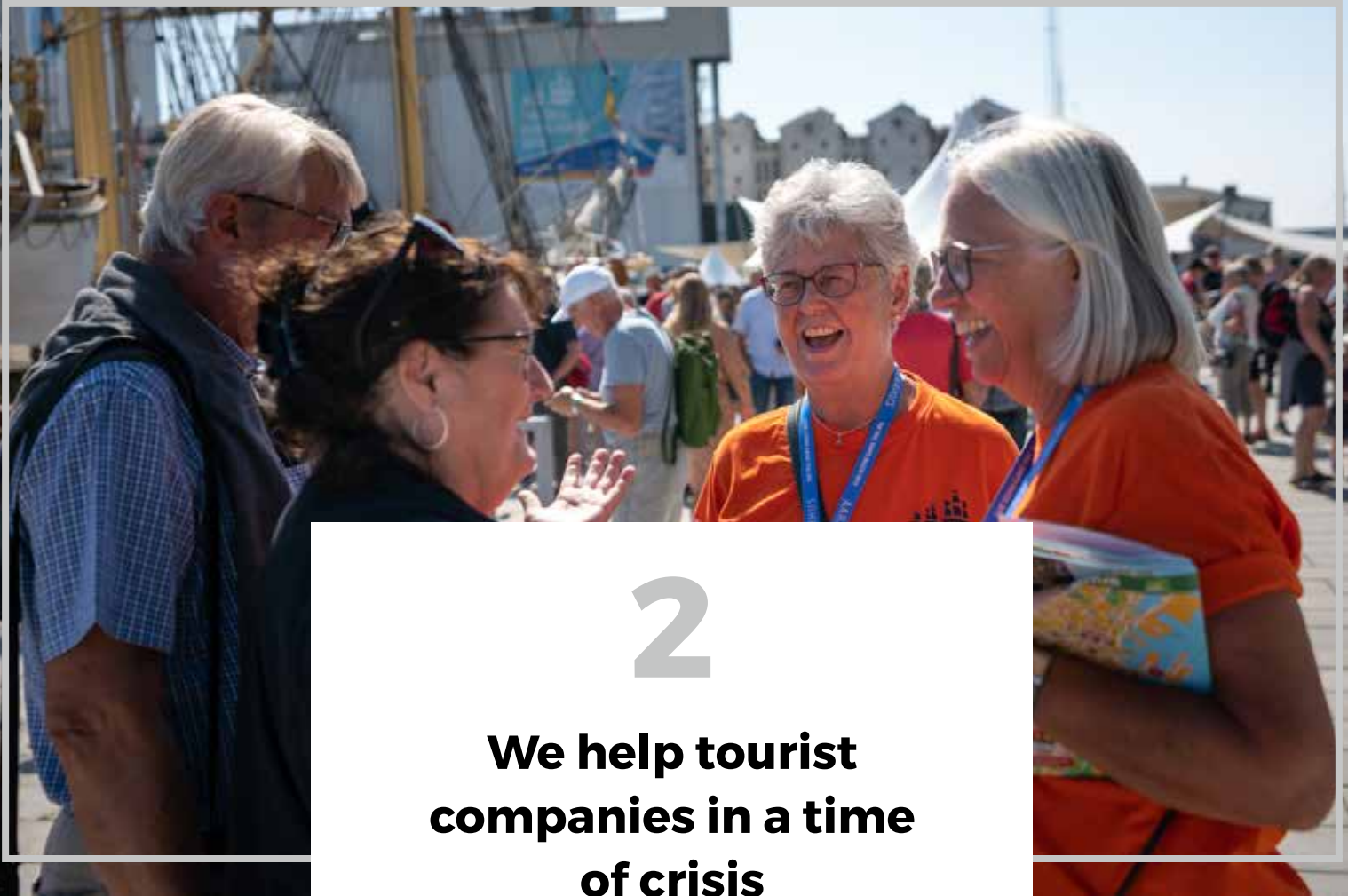
Marketing of the Aarhus region B2B

The pandemic has hit business tourism very hard. One of our most important tasks is to help businesses get their customers back by attracting and sustaining meetings, conferences and congresses as well as developing new virtual/hybrid formats to inspire tourist companies to develop their business in a situation with COVID-19.

The phasing out the port of call of cruise ships was abruptly stopped due to the pandemic and it is uncertain whether cruise ships can return in 2021. We continue sales and marketing activities for the Aarhus region as an attractive destination to promote and prioritise sustainable transition of the business.

AKTIVITETER I 2021

- ▶ Canvassing the Danish market for meetings through a dialogue with potential conferences and congresses
- ▶ Virtual and physical inspirational tours in the entire Aarhus region with different themes
- ▶ Canvassing the Nordic leads and conferences within the professional strength positions of the Aarhus region
- ▶ Support researchers by attracting international knowledge conferences with increased focus on the tender process and selected activities to strengthen the value creation of the conference
- ▶ Development of a strong incentive product (reward travel product) to attract new customer types to the destination – with particular focus on sustainability
- ▶ Participating in Seatrade and Seatrade Europe to promote the destination among potential shipping companies.



2

We help tourist companies in a time of crisis

Matchmaking between tourist companies and (voluntary) citizens

We continue our work with facilitating the dialogues between guests and local citizens through a "bank" of voluntary ReThinkers, a part of the volunteer organisation in VisitAarhus. The pandemic has led to a dramatic fall in the demand for volunteers. It is now necessary to rethink the tasks and strengthen the communication effort to make tourist companies aware of and see the potential in involving volunteers.

ACTIVITIES IN 2021

- ▶ Development of new possibilities for involving volunteers in meaningful and sustainable tasks in e.g., outdoor activities
- ▶ Courses for volunteers to acquire knowledge of and feel safe in how to manage during the pandemic and in this way help culture and tourism stakeholders back in a post-corona reality
- ▶ Strengthened communication of possible tasks from companies to volunteers through Speed Meetings and newsletters
- ▶ Develop, start up and implement first phase in establishing volunteer communities in Djursland and Randers.

Inspiration, knowledge sharing and business development

Across the organisation, our focus has constantly been on being skilled within specific professional areas and we obtain the necessary competencies to be a skilled and specialised partner for the business sector. We ensure that the knowledge and experiences we achieve will benefit tourist businesses by initiatives originating from ongoing projects.

ACTIVITIES IN 2021

- ▶ Arrangements on virtual site inspections, hybrid meetings as well as safety and health in business tourism
- ▶ Business-focused initiative with focus on camping areas, cultural tourism, innovation and outdoor activities
- ▶ Master classes in voluntary work to encourage more people to be volunteers and more skilled in successful coordination of voluntary work
- ▶ Arrangements on business development and innovation focused on stakeholders within the area of culture
- ▶ Competence development for tourist companies within digital management culture
- ▶ Counselling on trends as well as sustainable choices within the field of meetings and congresses
- ▶ Sustainability network with focus on knowledge sharing, discussions and feedback as well as business development
- ▶ Workshops strengthening the local support and co-creation between the local community and congresses
- ▶ Workshops on specialised marketing
- ▶ Local network meetings throughout the Aarhus region
- ▶ Communication of results from new analyses - awareness, field and satisfaction analyses
- ▶ Communication of destination data using a new dashboard and knowledge on new data sources (transaction and tele data) providing further information on one-day tourists.



3

We meet guests on location - openminded and with respect

Holistic guest services increase guest satisfaction

We focus on creating a better synergy between guests and local citizens as well as guests and tourism companies. The starting point for our guest services is that the guest should have access to information and inspiration where demanded. We will therefore strengthen tourist companies' possibility and motivation for offering relevant and attentive services to their guests.

VisitAarhus makes the possibilities in the Aarhus region visible by informing, motivating and inspiring guests and we work with a holistic focus on guest experiences - also at touch points that are not "typical" tourism stakeholders.

ACTIVITIES IN 2021

- ▶ Discussion and feedback to tourist companies, presentations for tourist staff, videos to frontline staff/hosts as well as courses on e.g., destination awareness and hosting
- ▶ Test of new types of guest services in addition to mobile info bikes and tourist information, including "flying guides" with backpacks in Djursland, video project in Silkeborg as well as the post-corona management of cruise ship guests
- ▶ Establishment of guest services networks when needed
- ▶ Increase online guest services - e.g., test of the tool Digital Score
- ▶ Concept of awareness of individual welcome teams in tourist companies in the Aarhus region.