



Welcome to Aarhus

City of Aarhus Cultural Strategy 2021 — ~~2024~~ 2028



Aarhus -
Culture in our
Heart, our Eyes
on the World

- A strong foundation
- Culture is welfare
- Formation and education
- Open arms – open mind
- Global perspective and action
- Climate



2024 report:

The value of cultural and leisure activities for citizens and communities

Analysis from 2024

2600 citizens have replied (23.648 asked)

Looking at direct, indirect and induced effects of the culture and leisure sector

Also asking about the experienced value

Based on activities in Aarhus:

- Gross value added nationally : Approx 1,1 mio euro
- Employment Aarhus: 7,918
- Employment nationally: 11,677
- Tax revenue:
 - 180 mio. euro direct
 - 370 mio euro incl. related industries

52%: Culture makes Aarhus a good place to live



The vision - South Harbour area

