



# A CONGRESS CENTRE ..... THAT CELEBRATES ITS ..... CITY

Capable of hosting thousands of delegates or guests, the Aarhus Congress Center may be the most important venue in Jutland for large national and international meetings, conferences, trade fairs and everything in between.

**W**hat used to be called the Scandinavian Congress Center in Denmark's second largest city is now rebranded as the Aarhus Congress Center – a celebration of the city's fast-growing international importance.

Located in the heart of the city, the Aarhus Congress Center and the adjoining 234-room Radisson Blu Scandinavia Hotel, Aarhus, neighbor the City Hall, the Aarhus Concert Hall and the world-class art museum ARoS.

The congress hall is among the

most flexible facilities in the meeting and events industry. It transforms seamlessly from a 1,600-seat conference room to a 4,100-spectator concert forum, or from a 1,400-guest banquet venue into an 1,800-square meter exhibition floor, or even a combined space for launching new cars. Surrounded by dinner tables and stages for AV presentations and live music, and catering by its own fantastic kitchen, the venue has plenty of surprises up its sleeve.

#### **A proud manager**

Helene Hallre is the general

manager of both the Aarhus Congress Center and the Radisson Blu Hotel Scandinavia, Aarhus.

"I am so proud of the great experiences our dedicated and competent team of event planners has created, in close cooperation with our clients and guests, for many years already," she says. "The big hall is the heart of the center. With its location, flexibility and large scale – all kinds of events are possible."

"It is a fantastic feeling to show

our clients around in the hall together with our sales people and hear them explain how it can adapt to their needs and wishes for the perfect event, and then observe their reactions when the day arrives and the guests show up," Hallre adds with a big smile.

#### **10-time winner as the best hotel outside of Copenhagen**

Radisson Hotel Group knows the event business, with congress centers located in Stockholm, Oslo and Hamburg and meeting facilities for more than 1000 delegates in a total of 49 hotels across the world. It's no surprise

then, that the Radisson Blu Hotel Scandinavia, Aarhus, has won the Danish Travel Award 10 times in the category Best Hotel Outside Copenhagen.

#### **Aarhus on the world map**

Since being named the European Capital of Culture in 2017, Aarhus has gained strong international recognition, further emphasized by its role as a host city for many cultural, scientific and social events. With its reputable university and bustling student scene, Aarhus is an attractive destination and setting for events. Today, it's not just



Norwegian-born Helene Hallre is the youngest general manager for Radisson Hotel Group properties in Denmark. She holds master's degree in International Management & Global Leadership from Hawaii Pacific University.

In 2012, Helene Hallre was named "Young Leader of the Year" at the Radisson Blu Plaza Hotel in Oslo. She moved to Denmark in 2015 to become hotel manager at the Radisson Collection Hotel, Royal Copenhagen and was appointed general manager at the Aarhus Congress Center and Radisson Blu Scandinavia Hotel, Aarhus, in October 2017.



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Denmark's second city, but a metropolis in its own right.

Still, the city's infrastructure is undergoing massive development, further enhancing Aarhus' chances for hosting even more international meetings and events in the future. Recently, SAS has opened new direct, one-stop routes to Aarhus international airport from Oslo, Stockholm, Munich and Malaga. And Nice, Mallorca and Split opened during the summer. EasyJet is also starting to fly Aarhus-Berlin this autumn.

Hotel capacity is increasing to more than 1,250 rooms in the heart of the city by 2020, thanks to new projects by Comwell, Scandic, Arp-Hansen and other hotels. And, not to forget, the opening of the first Radisson RED branded lifestyle hotel in Scandinavia in 2019.

