

Proud candidate to host the
2027 World Archery Championships
Nyborg, Denmark



Fit for the Future





Together in 2027; let us make archery fit for the future

We, World Archery Denmark and our partners Sport Event Denmark, the City of Nyborg and Destination Fyn, are committed to staging the 2027 World Archery Championships meeting the needs of the future.

It will be an event planned and designed to create the right fits on all levels:

-  **The right fit with Nature**
-  **The right fit with People**
-  **The right fit with Archery**

It will be an event that will truly make archery fit for the future.

Right fit with Nature



Compact, recreational & inspirational

We will create the right fit with nature by staging an event that makes the perfect match with the local environment in the most sustainable way.

Denmark's sustainability efforts are evident in everyday life, matching the eco-conscious spirit of World Archery. Our dedication to renewable energy and waste management elevates standards for global sports events, promoting healthier living and a cleaner planet.

The 2027 World Archery Championships will be hosted in a **compact** setting where no transportation is necessary and hotels are of the highest sustainability standards, in a **recreational** setting where nature is embedded in everything that is seen and experienced, and in an **inspirational** setting where you can feel the history while enjoying the present.









Welcome to Nyborg

Nyborg is an idyllic coastal city on the Danish island of Fyn – a true gem – located in the middle of Denmark. A historic royal city that hides a story beyond the ordinary.

The old city centre of Nyborg has a history that dates back to the early Middle Ages. Today, it is an obvious meeting point across the country, due to the city's geographical location and its deliverance of world-class hosting.

The city's surroundings are a picturesque blend of coastal charm and lush green expanses, offering a harmonious balance between urban living and nature's embrace. Nyborg offers some of the best beaches in Denmark. All year round, people visit the beautiful coast to walk, jog, swim, fish, and sail. Many cyclists also pass by, as Fyn is a European-leading cycle tourism destination. Moreover, Nyborg recently hosted the finish of the second stage of Tour de France Grand Départ 2022. The National Olympic Committee has ranked Nyborg as the third-best municipality in Denmark for conditions and support for local sports clubs. It is a well-known place for national and international congresses.

Nyborg will be the unique setting for the 2027 World Archery Championships.



The qualification field of play

The 2027 World Archery Championships will come to life in a traditional and historical venue while shining a bright light on the sport's strong future.

With 80 targets and 160 meters of shooting line, the qualification field of play is situated at Nyborg Sports Centre - right next to the official hotels.

There is a five-minute walk from the hotels to the venue. The hotels are all situated along the beach, which will allow the athletes to return to the hotels easily to rest or enjoy the recreational surroundings and beautiful nature.





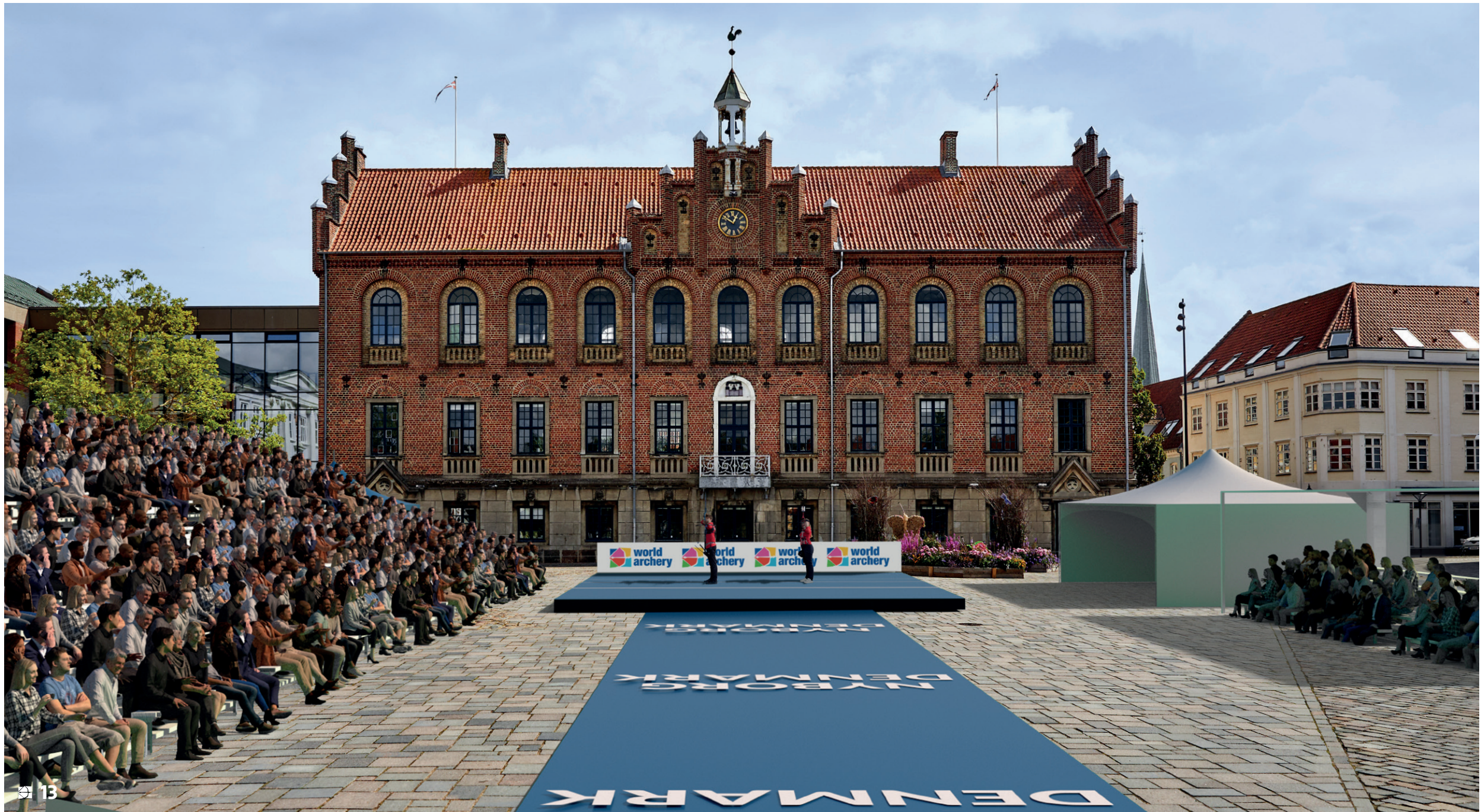
The finals field of play

At the heart of Nyborg, lies the restored medieval castle that is one of the country's most important cultural heritage monuments. It was here that King Eric V Klipping signed Denmark's first constitution in 1282. It was also the venue for the Danehof, Denmark's first parliament. Today, it is the heart of the cosy city and is currently a candidate for UNESCO's World Heritage list.

The final round of the 2027 World Archery Championships will take place at the newly restored city square (Nyborg Torv) directly in front of the castle. Originally envisioned and meticulously designed by King Christian III in the 16th century as a hallowed ground for Royal Knights tournaments, Nyborg Torv will begin a new chapter of its history as it hosts an unforgettable event that bridges the past, present and future.

1,300 seats for spectators, 500 seats for athletes and a private exclusive VIP-stand.





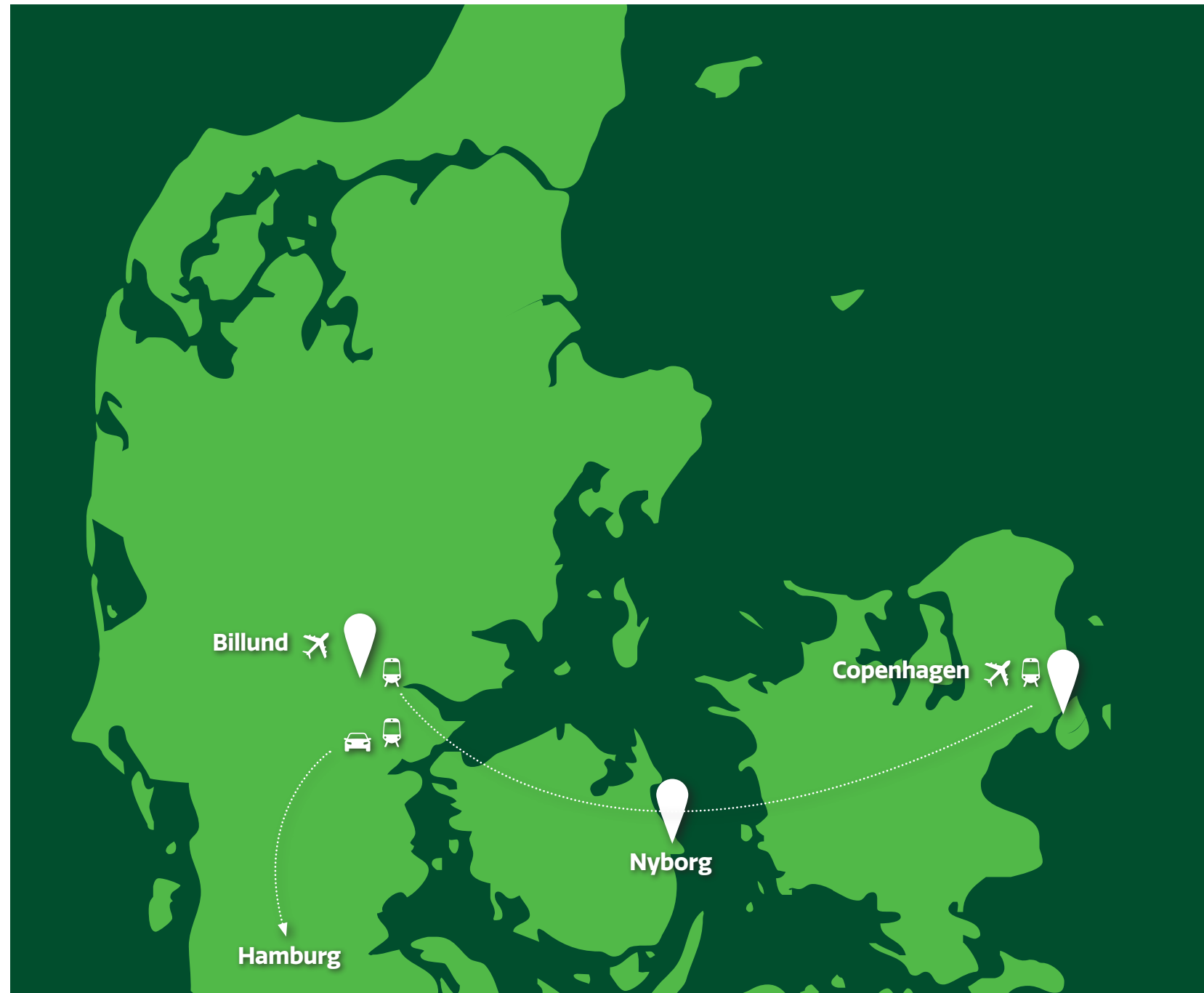


Getting to Nyborg is easy

By air: Copenhagen and Billund airports are directly connected to more than 100 cities all over the world, and handle over 32 million passengers every year.

By car: Nyborg is situated at the motorway E20, that is connected to the Motorway E45 that connects Denmark with central- and south Europe. Car rental services are available at all airports.

By train: Transfer by train from both Copenhagen Airport and Billund Airport takes approximately 1 hour 30 minutes. From Hamburg it is possible to travel by train to Nyborg railway station with only one short stop in Kolding.





Hotel Nyborg Strand

Qualification Round

Hotel Sinatur Storebælt

Train Station

Nyborg Castle /Final Round



Hotel Sinatur Storebælt

Hotel Nyborg Strand

World-class sustainable hotels

The official hotels are in quiet surroundings by the coast and are just a short walk or drive from the train station and the motorway that both have good connections to the major airports.

The close cooperation between the municipality, the business community, and the events industry, provides great support to all events taking place in the city.

Nyborg's hotels have 1,350 beds all together. Both official hotels for the 2027 World Championships meet the highest standards within sustainable accommodation.

They are front runners in Denmark regarding climate friendly food concepts, use of green energy and circular consumption.

Hotel Nyborg Strand

For many years, Hotel Nyborg Strand has been known as “Denmark’s meeting place”.

With its central location and state-of-the-art facilities, it is renowned for delivering quality settings for many events. With 426 rooms holding 750 beds, the hotel is among the largest in Denmark.

As Nyborg Strand is located just 50 meters from the beach, guests can take a dip in the invigorating sea of the Great Belt – and if the water temperatures are too cold, the many pools and saunas in the recently opened Fit & Relax area gives a comfortable alternative.





Storebælt Sinatur Hotel & Conference

Storebælt Sinatur Hotel & Conference is located only a few meters from the beach, has its own pier and fantastic views across The Great Belt Bridge.

The hotel holds 115 rooms with a total of 230 beds and 20 meeting rooms in differing sizes. Thanks to the panoramic windows, you feel part of nature wherever you are inside of the hotel.

Right fit with People



Experience hospitality of the highest class

We will create the right fit with people by developing an event that cultivates a close connection with everybody involved – from athletes to spectators, from media to VIPs.

In 2027, Nyborg will provide an intense and compact atmosphere where everyone will celebrate a top-class event together in an inspirational venue.

Guests and VIPs will experience hospitality of the highest class based on years of experience, and focus will be on engagement through entertaining and fun side events taking place throughout the city.





Entertaining and fun atmosphere for all

Aspiring to be known for its world-class hospitality, Nyborg excels in creative and engaging host city side event programmes for all.

In 2022, when Nyborg hosted a stage finish of the Tour de France Grand Départ, the city established the ultimate spectator experience programme.

More than 50 sports clubs and local associations in Nyborg were engaged in the programme and developed 60 side events both as a prelude to and during the Tour de France Grand Départ.

1.6 million people attended and celebrated the three stages held in Denmark, and the impact of the event was greatest in Nyborg due to the compact size of the city.





Enjoyable side events

During the 2027 World Archery Championships, Nyborg will host a big archery festival with special involvement of Nyborg Castle's Bow Guild. Nyborg Castle's Bow Guild is a historic association that shoots with bows.

The festival will offer enjoyable side events to introduce new people to the sport and to create an ultimate fan experience. The festival programme will not only engage the visitors and fans from around the world but also the many tourists and Danish citizens who will gather in Nyborg during summertime.

Prior to the Championships, the Danish archery clubs will also host a variety of archery events, to engage and involve the many archery families. As part of the public-school programme the clubs will host a school archery championship, and the finals will take place during the 2027 World Archery Championships.



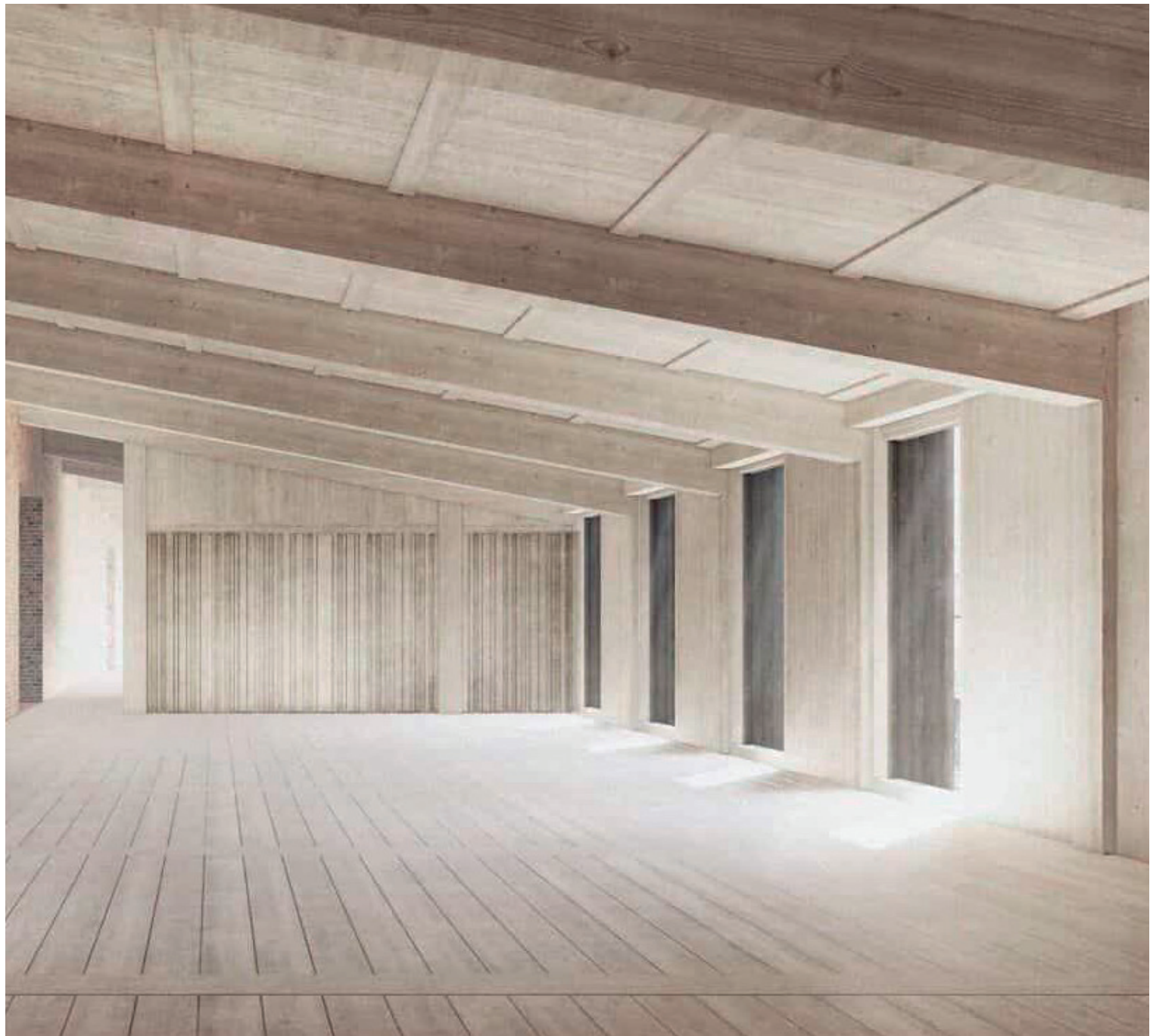
Exceptional hospitality

In the spectacular surroundings at Nyborg Castle, the VIP-guests will be invited into the restored and historical Danehof-hall specifically refurbished for the purpose of concerts, conferences and banquets.

In the Middle Ages, the best local products were used to serve kings and queens – known as the King's Pantry. The royal Nyborg fief covered almost half of Fyn. Farmers and craftsmen belonging to the fief paid taxes in the form of crops and products directly to the king's court. Local producers thus have an almost 800-year-old tradition of being suppliers to the Danehof and Nyborg Castle.

Nyborg is still Denmark's number one place for meetings. High-level restaurants and caterers will pamper all guests with a culinary experience made with local and fresh ingredients. Nyborg's catering- and restaurant industry has the capacity and experience to deliver professional, high-level catering.

World Archery can be ensured that their VIP-guests will receive the highest level of VIP-treatment throughout their stay in Nyborg.







Strong partners to promote the event

The goal is to bring together as many archery fans to Nyborg as possible. Affordable event packages that include travel, hotel, event tickets and access to exclusive events will be designed and promoted by Destination Fyn, the local tourist board, to reach as many fans worldwide as possible.

Communication and marketing will be supported by Sport Event Denmark, the national entity that supports international sports events in the country. Social media will be at the core of promoting the event to fans and media around the world, as well as engaging them with live content. We share the goal of World Archery to take advantage of the inherent interest in the World Championships to change perception of archery, expand communities and convert audiences. And we have the experience to reach this goal.

Danish broadcasters will also be a strong partner for the event, ensuring a world-class international feed and delivering innovative ways of covering the competition to ensure World Archery continues its recent success in the area of TV distribution. Danish broadcasters have vast experience in covering major international sports events – including archery. Nyborg will ensure that the 2027 World Archery Championships set new standards for TV distribution, aligned with the objectives and expectations of World Archery.

A creative approach to bring the city to life

Nyborg will be filled with traditional city dressing such as flag vines in the streets, welcome signs, flag alleys and digital pylons with relevant messages. However, Nyborg is also known for its very creative city dressing approach such as decorating trash cans, superb flower decorations, and dressing the city, the streets, and the shopping areas with the event's designs.

In Nyborg we will make sure that the city dressing will be the right fit for the World Archery Championships in 2027.



Right fit with Archery





A balanced lifestyle for body and mind

We will create the right fit with archery by ensuring that the event supports and promotes the development of archery as a sport designed for the future.

In Denmark, we share your focus on technology and digital channels, and in partnership with local developers we plan to add an e-archery event to the World Championships.

We also share your focus on health and fully support sports activities with a balanced lifestyle for body and mind. Most of all, we share your passion for archery – as well as for hosting world-class major events.

Innovative business opportunities

On the island of Fyn, we are pioneers in next generation robotics, drones and maritime technology. NextGen Robotics is Denmark's beacon of business for robots, drones, and autonomous ship operations - and a growth consortium that through advanced test facilities, ground-breaking demo projects and innovative collaborations will help advance digitalisation and automation in Denmark and globally. Their vision is an international powerhouse for testing, development, and production of the next generation of robotics and autonomous solutions for use on land, at sea and in the air.

As was the case during the Archery World Cup Finals in Odense in 2016, we intend to facilitate business-to-business meetings, workshops and demonstrations parallel to the staging of the 2027 World Archery Championships. This could be developed in close cooperation with World Archery, in order to meet the interests of your sponsors/partners - to create the right fit with archery.





An experienced and dedicated organising committee

The Danish local organising committee has great experience from our successful hosting of the Archery World Cup (2009 and 2016), and the World Archery Championships 2015, and will use this experience, together with our passion for archery, to host a state-of-the-art World Archery Championships in 2027 that will truly make archery fit for the future.

The local organising committee is formed by World Archery Denmark, Sport Event Denmark, the city of Nyborg and Destination Fyn. Several highly skilled and very experienced event professionals are representing these four organisations – making it the right fit for a successful event.

The public funding of the 2027 World Archery Championships has already been politically processed and confirmed within Sport Event Denmark, the City of Nyborg and Destination Fyn.





Morten Holm Nielsen

President, World Archery Denmark since 2017

Morten has been engaged in the Danish archery community for many years. He has great event experience from organising both international and national archery events. He was part of the local organising committee of the World Archery Championships 2015 and the World Archery World Cup Finale 2016.

Jan Jager

Vice President, World Archery Denmark since 2017

Jan became Vice President at the same time as Morten became president for World Archery Denmark. Since then, they have formed a dynamic duo. Jan has been involved in organising the same international and national archery events as Morten.

Lars Lundov

CEO, Sport Event Denmark

Sport Event Denmark is the national support organisation established by the Danish government and the Danish sports community in 2008. Sport Event Denmark has hosted more than 300 international sports events throughout the years.



Lene Kryger

Event Consultant, Sport Event Denmark

In the past 15 years Lene has been heading up numerous major sports events, having also organised the Rugby World Cup Sevens and the World Athletics Half Marathon Championships.

Between 2017–2021 she was Managing Director for the UEFA EURO2020 in Copenhagen.



Jakob Staun

Head of Events, Destination Fyn

Jakob has 14 years of high-level event experience, among other events he has been involved in:

2013 European Short Course Swimming Championships, 2016 Archery World Cup Finals, 2018 Triathlon Multisport World Championships, 2019 UCI Cyclo Cross World Championships, 2022 Tour de France Grand Départ and 2015–2022 BWF Denmark Open.



Sanne Hoffensetz Andresen

Head of Tourism & Experiences, Visit Nyborg & Nyborg Municipality

For the past 8 years Sanne has been hosting events in Nyborg. She has been heavily involved in the planning of:

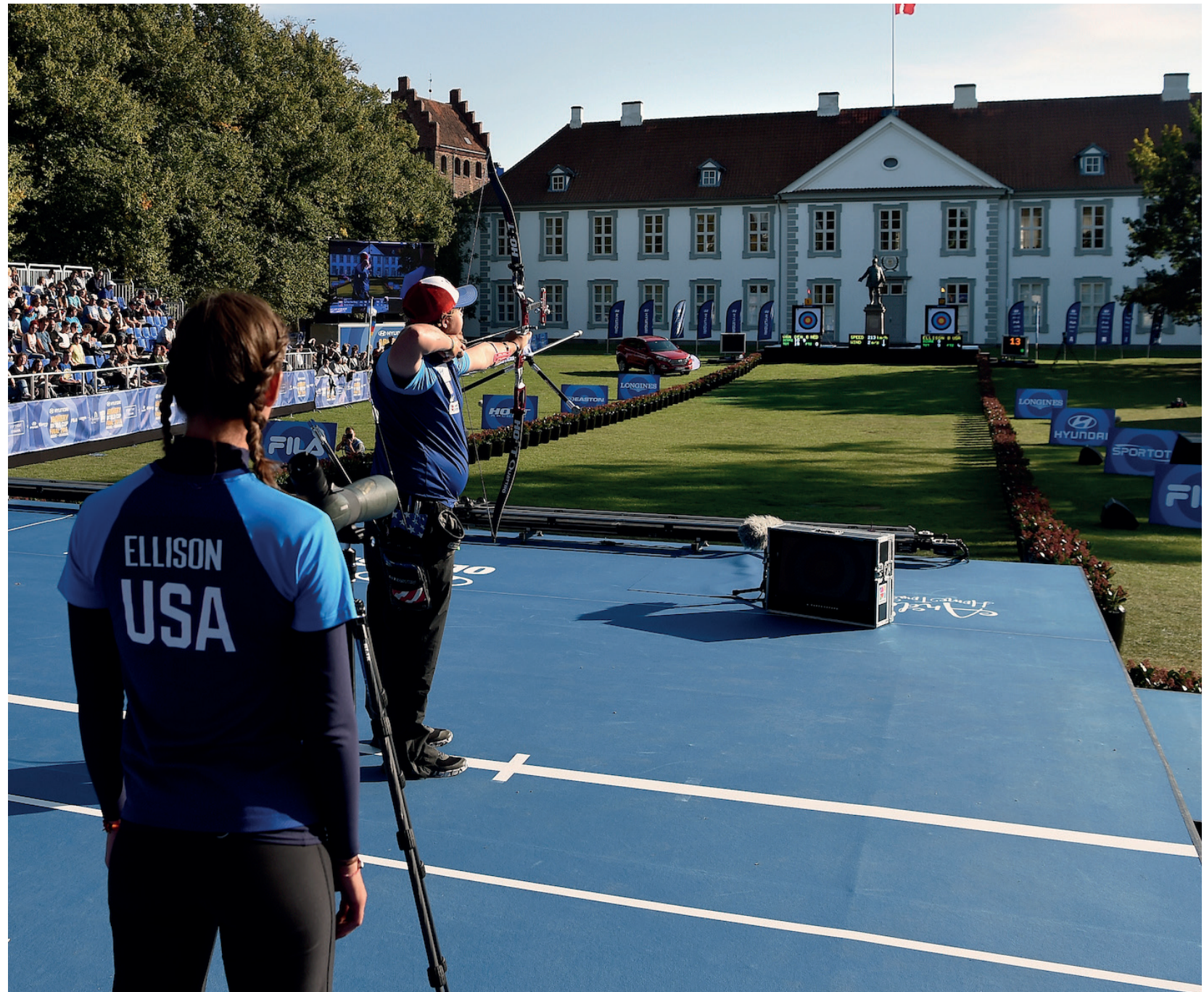
Tour de France Grand Départ with 100,000 visitors, Royal Run with 25,000 participants, 8 Danehofs (world class international medieval festival) with 35,000 visitors each year and 8 Christmas markets with 25,000 visitors each year.



Lars Haue-Pedersen

Managing Director, BCW Sport

Lars has been actively involved in the bidding and hosting of major sports events for over 25 years, both in Denmark and in other leading sport event destinations around the world. He has also been a partner to World Archery for numerous years supporting them in the strategic growth and development of the sport.





We hope to see you in Nyborg for the
2027 World Archery Championships

