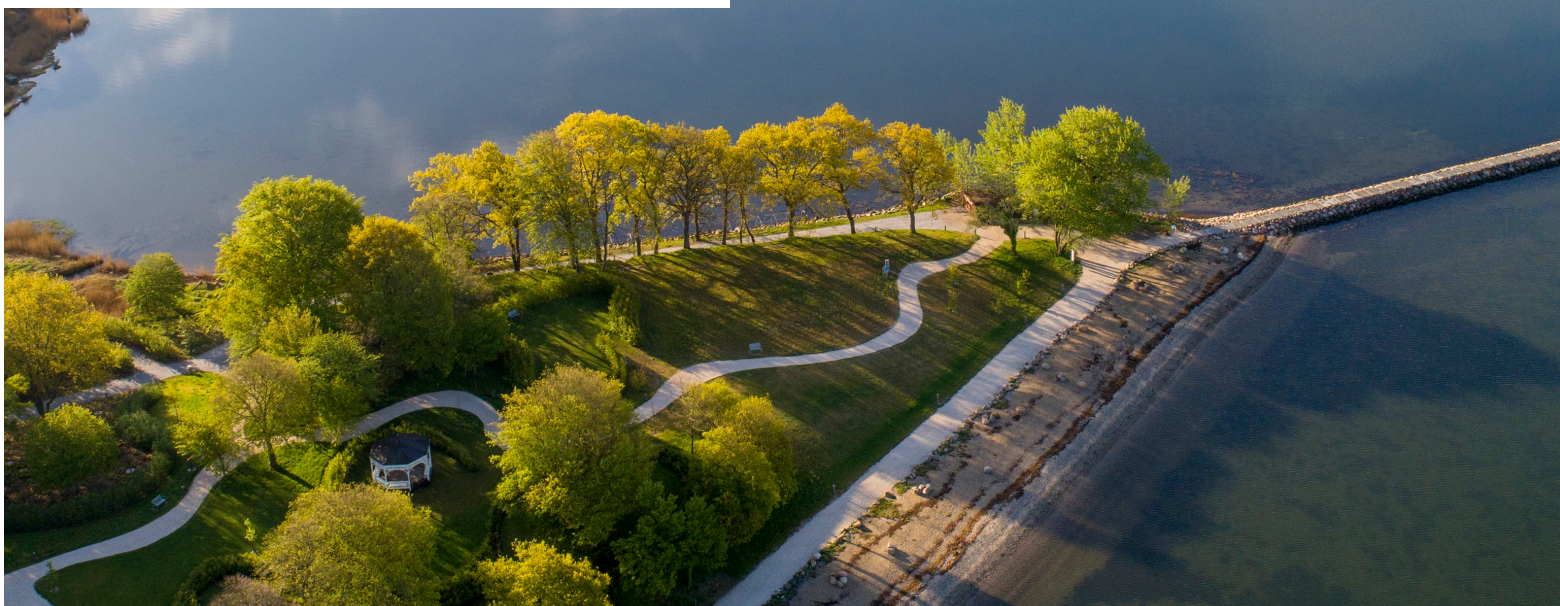




PRESS KIT



Visit **Vejle** 

SPORT EVENT
DENMARK

 **PARASPORT
DANMARK**

 **VEJLE** CAPITAL OF
PARASPORT

Welcome to Vejle

CAPITAL OF PARA SPORT

Vejle is a hidden gem – some even call it the most underrated city in Denmark. However, while it might be underrated at first, Vejle definitely has wow-factor. Vejle is rich on culture, trade, tourism, architecture and nature.

The area is known for its unique place in history and proud merits in the sport of cycling. Look forward to spectacular scenery, architecture and world-class attractions combined with urban pulse, unique shopping experiences and high-level gastronomy.

HISTORY AND HERITAGE

Vejle has a unique place in history. The Danish nation was born and created in Jelling very close to Vejle, when, King Harald Bluetooth had Denmark's name engraved on a runic stone in the tenth century.

Today the Jelling Monuments with the runic stones, the two large mounds, the church, the world's largest stone ship and an impressive palisade fence are among the

world's most significant monuments and included on UNESCO's World Heritage List.

In the visitor and experience centre, Kongernes Jelling, you can discover the exciting world of the Vikings and their monuments. The riders of the Tour de France 2022 even got a glimpse of our Viking history up close as they raced just beside the Jelling Monuments.

<https://www.visitvejle.com/vejle/plan-your-holidays/jelling-monuments-unesco-gdk607895>

VEJLE WATERFRONT AND CITY CENTRE

In Vejle, modern architectural gems gleam alongside beautiful historic buildings. Renowned architects and artists, local as well as international, have made their mark on Vejle.

Not least along the waterfront, where over the past few years an exciting urban district has been created with recreational environments, award-winning architecture

and sustainable housing. Here you find the iconic buildings Bølgen (the Wave) and Fjordenhus, designed by world-renowned artist Olafur Eliasson.

The 3rd stage of the Tour de France 2022 departed from the waterfront. The city centre also holds several noteworthy buildings. The eldest building in Vejle is the Sct. Nicolai Church from the mid-1200s, while Spinderihallerne,

Den Smidske Gård (merchant house), Vejle Town Hall and the Vejle Windmill are all from the 1800s.

<https://www.visitvejle.com/vejle/plan-your-holidays/vejles-waterfront-gdk1082121>

<https://www.visitvejle.com/vejle/experiences/historic-vejle/historical-buildings>

<https://www.visitvejle.com/vejle/experiences/historic-vejle/vejles-history>



NATURE

Not far from the city, you will find some of Denmark's most scenic nature. From the rolling coastal woodlands to the meandering valleys of Grejsdalen and Vejle Ådal.

The lakes of Fårup Sø and Rørbæk Sø are scenically situated in the downs. You can cross this landscape along the Ancient Road from the river springs of Gudenåen and Skjern Å and the woods of Tinnet Krat to the moorland of Randbøl Hede.

You will also experience breath snapping bike rides along Denmark's toughest hill climbs as well as open countryside with inlet, lakes, heath, forest and meadows. There is room for families and pro riders alike. You can also challenge yourself to the mountain bike trails.

<https://www.visitvejle.com/vejle/experiences/nature/scenic-views-vejle>

EXPERIENCES AND GREEN TOURISM

In Vejle, you will find experiences for the whole family. There are shrieks of fun in LEGOLAND, roaring wild animals in Givskud Zoo, Viking warriors in Jelling, interactive and meaningful exhibitions hosted by the Vejle Museums and hands-on

learning about nature and the climate at the Ecolarium.

Vejle also offers a unique shopping experience – maybe one of Denmark's best. Vejle has been voted Denmark's Most Beautiful Shopping Town 2020-22 and Denmark's Best Shopping Town 2018-20, and not without reason.

Vejle is the region's leading commercial city with a large variety of shops. VisitVejle and MeetingVejle has just received HORESTA's prestigious GREEN TOURISM ORGANIZATION (GTO) certificate for an active effort to develop sustainable tourism.

The certification is a mark and great recognition that Vejle has since 2018 worked strategically with sustainable leisure and meeting tourism.

<https://www.visitvejle.com/vejle/experiences/top-10-attractions>

<https://www.meetingvejle.dk/historie/meetingvejle-og-visitvejle-anerkendt-med-horestas-certificering-for-baeredygtig-turisme/>
(In Danish)

RESTAURANTS

Vejle is also for foodies. Enjoy fine gastronomy and the good life. Experience a wide range of culinary fla-

vours that will surely titillate your senses.

From classic Danish open-faced sandwiches to gourmet experiences on the highest international level – at small cosy cafés and luxurious restaurants. From deli stores to artisanal breweries, vineyards and whiskey distilleries.

Two local restaurants, Restaurant MelMu and LYST, have proudly been awarded Michelin stars for their gourmet experience with quality produce from the local area. Taste your way through Vejle with our Gastro Guide.

With this guide, you get high-class experiences with a focus on authentic places, local ingredients, a sense of the local food traditions and sustainability.

Find your gastro tour on www.gastro-guiden.dk

PARA SPORTS

Vejle is the Capital of Parasport in Denmark. Vejle gives para sports pride of place both through the big sporting events, but also in everyday life of the citizens, where the municipality has a strategic focus on bringing para sports into public sports and ensuring equal access to exercise for everyone.



FACTS ABOUT VEJLE

- Vejle is the ninth largest city in Denmark.
- The city of Vejle has approx. 60.000 citizens. Vejle municipality has approx. 115,000 citizens and the municipality is the fifth largest in Denmark.
- The location of Vejle in the middle of Denmark has created an international city with large international companies in the local area, such as Siemens and LEGO.
- Vejle is ranked as Denmark's Most Beautiful Shopping Town 2020-2022 and has previously been hailed as Denmark's Best, Denmark's friendliest and Denmark's most service-minded shopping town.
- The internationally acclaimed artist Olafur Eliasson have created Vejle's new iconic building, Fjordenhus, which is built in the harbour basin at Vejle Marina. Eliasson has also designed the exclusive Restaurant LYST at Fjordenhus, and the ground floor, which includes artworks by Eliasson, is open to the public.
- In Vejle, you will find Denmark's best cycling terrain and the toughest hill climbs. The toughest in all of Denmark is Chr. Winthersvej with a max. gradient of 25.5 % shortly followed by Gl. Kongevej with a max. gradient of 19.5 % and Kiddesvej with 19 %.
- Most museums in Vejle takes no entrance fee.
- The Jelling Stones are among the most significant monuments in the world and is included in the UNESCO World Heritage List. The Danish nation was born and created in Jelling.
- LEGOLAND Billund is Denmark's best known and loved entertainment park among families and children of all ages, who love action, speed and fun and is located just 30 minutes from Vejle.

Photo archive
<https://www.skyfish.com/p/presse/2062756>

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SPORTING EVENT NATION AND DESTINATION

Previously, Denmark has hosted the IOC Session & Olympic Congress 2009 along with hundreds of World and European Championships within many different sports, including international para events.

Denmark has previously hosted – among other para events – the WWR (former IWRF) European Wheelchair Rugby Championship 2019 and the 2015 Para Table Tennis European Championships here in Vejle and the IWRF World Wheelchair Championships 2014 in Odense.

SPORT EVENT DENMARK THE NATIONAL SPORTING EVENT ORGANIZATION

Sport Event Denmark is the national Danish sporting event organization.

The organization is established and supported by the Danish Government.

The main objective of Sport Event Denmark is to help develop and promote sport, this involving the attraction and hosting of major international sporting events and congresses.

Sport Event Denmark is primarily focused on sports that have a strong foundation within Denmark, either at the elite level or when it comes to sport for all levels.

DENMARK – THE LAND OF SPORTS CLUBS

Denmark has a unique tradition for associations in the world of sports.

- The main ingredient is the club volunteers: An estimated 550,000 volunteers hold the Danish associations together.
- Other resources primarily come from local businesses as sponsors, free facilities such as local schools and municipal support.
- The association phenomenon began in the 1860s with rifle associations as the first associations in Denmark.
- Approximately 11,000 sports clubs in Denmark.
- Approximately 1.65 million Danes are members of one or more organized sports clubs – that is without counting the members of commercial gyms.

See the event calendar on www.sporteventdenmark.com and follow on Twitter, Facebook and Instagram.

Share: #sporteventDK

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SPORT EVENT
DENMARK



PARASPORT DANMARK

Parasport Denmark is the Danish sports federation for people with disabilities and special needs.

Established in 1971, Parasport Denmark works to ensure that everyone can take part in sports, i.e., by initiating, supporting and qualifying new activities in sports associations and clubs across the country.

The federation, which also serves as the National Paralympic Committee, has strong partnerships with sports organizations, disability organizations and municipalities, all to increase sports activities and ensure their quality.

In addition, Parasport Danmark organizes a wide range of projects with the goal of introducing children

and young people with disabilities to para sport, as well as fostering elite para-athletes and world-class role models.

In addition, Parasport Denmark has a proud history of hosting major sporting events such as the IPC World Para Swimming World Series, the 2015 ITTF Para Table Tennis European Championship and the 2022 Wheelchair Rugby World Championship in Vejle.

We are proud to welcome the international wheelchair rugby family and will do our utmost to create a world-class sporting event and at the same time use the event to motivate and inspire people with disabilities, put focus on important issues and learn from each other.

More information on parasport.dk and [@parasport.dk](https://www.facebook.com/parasport.dk) on Facebook, Instagram and LinkedIn.

- Approximately 480 members clubs
- 38 sports
- Main sponsors: JYSK, Elsass, Pressalit
- National Paralympic Committee
- Special Olympics Member

