

STRATEGY 2030

Our Home in Time

Den Gamle By

TOWARDS 2030

"When will you be finished, the lady asked anxiously". That is how former museum director Erik Kjersgaard recounts it in the commemorative publication for Den Gamle By's 75th anniversary in 1984. Changes, Kjersgaard writes, must come as additions. And indeed, much has been added to Den Gamle By since its founding in 1914. With the new neighbourhoods and the official opening of the main entrance in 2023, and now that all available space has been taken up, the question arises: "Den Gamle By is finished – what now?" The answer is that Den Gamle By will never be 'finished'. There will always be room for new perspectives, activities, and collaborations – and even another building, which will be constructed in the coming years thanks to a generous private donation of 100 million DKK.

Although Den Gamle By stands strong and holds great potential, there are also challenges. We face a significant backlog in maintenance and collection care, and the museum must transition from an operational economy and organisational structure shaped by the large construction projects of recent years. The museum reform (which came into effect at the start of 2025) and Den Gamle By's placement within the subsidy model have also raised questions and highlighted the need to enhance awareness of the museum's role, appeal, and contribution to society.

As we enter 2025, the future calls for a new strategy for Den Gamle By – one that builds on our core expertise, rebranding, innovative visitor experiences, and business models, as well as social, environmental, and financial responsibility. A strategy that will help bring Den Gamle By's extraordinary breadth to life on a local, national, and international scale.

We call it 'our home in time'.



Den Gamle By must activate its existing spaces in new ways, staying dynamic and engaged with the world around it. Moving forward, Den Gamle By's task is to ensure its relevance, magic, and professional credibility, achieve financial consolidation, and continue to mean a great deal – for many now, and for even more in the future.

Strategy 2030 has been developed through dialogue with staff, the board, and stakeholders. It outlines a bold, inclusive, and financially conscious museum. The ambition is to drive a broader societal agenda, create new content, and be sustainable in more than one sense.

Julie Rokkjær Birch

Museum Director

STRATEGIC CORE NARRATIVE

From the very beginning, Den Gamle By has been a home for shared identity – a place where the guest is always at the centre, and where memories, emotions, and dreams are allowed to express themselves. At once universal and deeply personal. In Den Gamle By, we find **our home in history.**

We stand in a complex, digital, and polarised reality, where the need for this shared home is greater than ever. Technological breakthroughs such as AI, a fragmented media landscape, and geopolitical unrest lead us to seek understanding and stability. Den Gamle By connects the everyday life, progress, and democratic understanding of today with **the forgotten treasures of the past,** reminding society that the museum's knowledge, collections, and experiences can contribute to enriching public discourse and counteracting misinformation, superficiality, and loneliness.

Nostalgia, traditions and emotions are elements we embrace and use as a driving force and gateway to communicate history. However, nostalgia is challenged through scientific research, critical reflection, and debate. In this balance lies Den Gamle By's **transformative power.** Den Gamle By unites tradition, renewal, and relevance and stands as a professionally credible landmark from which we can, with all our senses, understand our past and find inspiration to tackle the challenges of both the present and the future.



National history is not a nationalistic consensus narrative; it does not belong to opinion-makers, writers, or politicians, and it is not static. It is complex, in constant motion, and it belongs to all of us. In Den Gamle By, we dare to take on the task of crafting a dynamic narrative about Denmark, with our diversity at its core. Being a shared home for the times is also about being **a national museum for a shared identity.**

In this home, there is always room for new guests and new stories. There is no fear of touchy subjects, and we reflect present times through history: both the beautiful stories of traditions, friendships, and fine craftsmanship, as well as the harsh stories of illness, poverty, unwanted pregnancies, loss, and grief.

Den Gamle By is a credible, accessible, and engaging museum attraction that speaks on equal terms with our guests – putting the guest at the centre of the experience. We, the staff, are proud, dedicated, and responsible, and our guests can sense that Den Gamle By is also our home.

Den Gamle By is more than just a museum – it is a reflection of society, **a town within a town,** a shared home in time. Through knowledge, whimsy, and courage, Den Gamle By aspires to be an internationally leading universe of experiences that makes the world, the nation, and the city better.



GUIDING PRINCIPLES

The strategy is fundamentally based on three mutually dependent guiding principles, which serve as the overarching framework for activities in Den Gamle By.



PROFES-SIONALISM

PROFESSIONALISM is the guiding principle that ensures our quality, credibility, and identity as a **MUSEUM**

BUSINESS

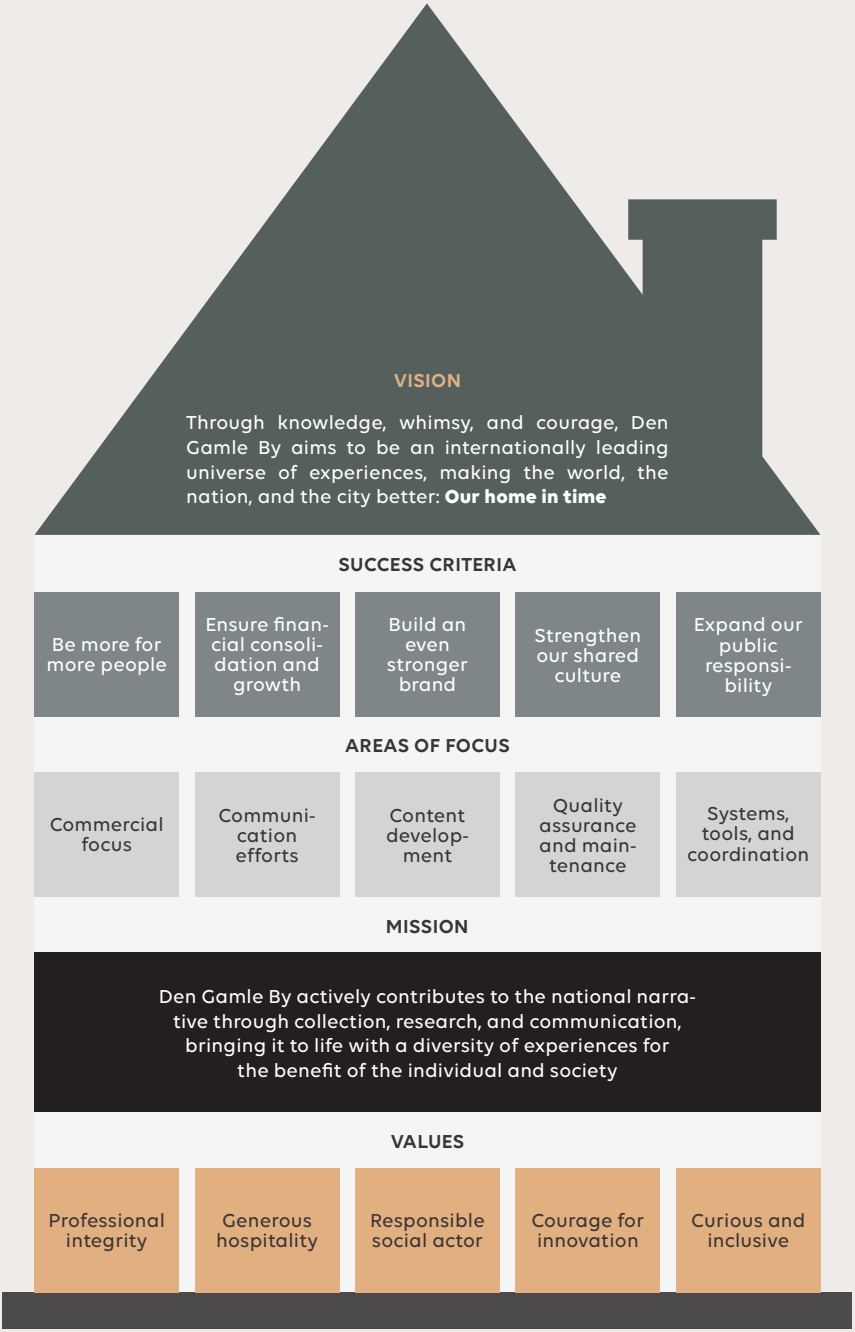
BUSINESS is the guiding principle that ensures our financial sustainability and identity as a **TOP ATTRACTION**

RELEVANCE

RELEVANCE is the guiding principle that ensures our accountability, transformative power, and identity as a **SOCIAL ACTOR**

FRAMEWORK

The strategy is structured like a house and rests on Den Gamle By's strong values


VISION
Through knowledge, whimsy, and courage, Den Gamle By aims to be an internationally leading universe of experiences, making the world, the nation, and the city better: **Our home in time**
SUCCESS CRITERIA
Be more for more people
Ensure financial consolidation and growth
Build an even stronger brand
Strengthen our shared culture
Expand our public responsibility
AREAS OF FOCUS
Commercial focus
Communication efforts
Content development
Quality assurance and maintenance
Systems, tools, and coordination
MISSION
Den Gamle By actively contributes to the national narrative through collection, research, and communication, bringing it to life with a diversity of experiences for the benefit of the individual and society
VALUES
Professional integrity
Generous hospitality
Responsible social actor
Courage for innovation
Curious and inclusive

VALUES

Professional Integrity
We prioritise, respect, and value all areas of expertise – and the interplay between them – as fundamental to Den Gamle By's success.

Generous hospitality
We put the guest at the centre and work together to ensure an experience that exceeds expectations – before, during, and after a visit to Den Gamle By.

Responsible social actor
We acknowledge that Den Gamle By is a force for societal change, creating knowledge, reflection, and better lives – and we strive to make a difference.

Courage for innovation
We dare to take new paths and to explore and expand the concept of a museum – and we are not afraid to fail.

Curious and inclusive
We listen to different voices, trends, and to one another – and we are open to new perspectives.



AREAS OF FOCUS

Content development
Quality assurance and maintenance
Communication efforts
Commercial focus
Systems, tools, and coordination

By creating new content and allowing our guests to step personally into the time-travel experience – and take on an active role – they can become co-creators of both their own experiences and those in Den Gamle By. Through role-playing, historical attire, courses, theatre, curated themes, historical parties, and immersive overnight stays, we will increase activity levels year-round, reimagine our current physical spaces and deepen the understanding of history – connecting the past with the present and the future.

By strengthening and organising our research efforts, collection management, and maintenance, we will reinforce our professional credibility. A new archive, a new operational facility, and the construction of a new building centred on the interwar period will serve as catalysts for quality assurance and the renewal of our existing settings for communicating history.

By prioritising shared culture, value-based leadership, and cross-disciplinary collaboration, the many employees of Den Gamle By will, through well-being, pride, and results, become ambassadors for our values and aspirations, making an impact far beyond the city limits.

By recognising our unique expertise in social issues, sustainable construction, craftsmanship, textiles, cooking, and horticulture, we will take an active role in the sustainable transition through new guest activities, educational programmes, advisory services, and value-driven strategic partnerships. We will fulfil our vision of being a shared home and a sanctuary for the stories and the people that need space.

By developing Den Gamle By's holistic visitor experience, refining our visual identity and tone of voice, and viewing the museum as a media organisation, we will create a digital content universe that, with history as its driving force, contributes meaningfully to public discourse and strengthens Den Gamle By's brand. We will take on a public service role, delivering historical news through multiple media channels and to diverse target audiences.

By using audience-focused strategies, loyalty programmes, and a stronger emphasis on data, sales, and digitalisation, we will enhance the guest journey and ensure both an outstanding experience and financial sustainability. By curating and tailoring experiences, messaging, and products for both the general public and the business community, we aim to make a lasting impression – before, after, or even independently of a physical visit to Den Gamle By.

SUCCESS CRITERIA

Be more to more people
- 100,000 additional visitors by 2030
- Increase in new as well as local visitors
- Increase in digital users

Ensure financial consolidation and growth
- Increase self-generated income
- Raise equity to 20 million DKK by 2030

Create an even stronger brand
- Increase visibility / PR value
- High guest satisfaction
- Increase loyalty

Strengthen the shared culture
- High employee satisfaction

Take on greater societal responsibility
- 50% CO2 reduction by 2030
- Set agendas and create knowledge for action
- Strengthen social and leadership relations




Musik.
REVY
BALALBUM

MISSION

Den Gamle By actively contributes to the national narrative through collection, research, and communication, bringing it to life with a diversity of experiences for the benefit of both the individual and society.

VISION

Through knowledge, whimsy, and courage, Den Gamle By aims to be an internationally leading experience universe – making the world, the nation, and the city better: **Our home in time.**

DEN GAMLE BY IN BRIEF

Operating Budget
75% self-generated revenue and 25% public funding.

Awareness
92% of Danes know of or have heard of Den Gamle By.

Visitors
With 568,275 visitors in 2024, Den Gamle By is the country's most visited cultural history museum.

Children & Young People
131,582 children and young people under the age of 18 visited Den Gamle By in 2024. This suggests a repeat of 2022 and 2023, when Den Gamle By reached more children and young people than any other museum.

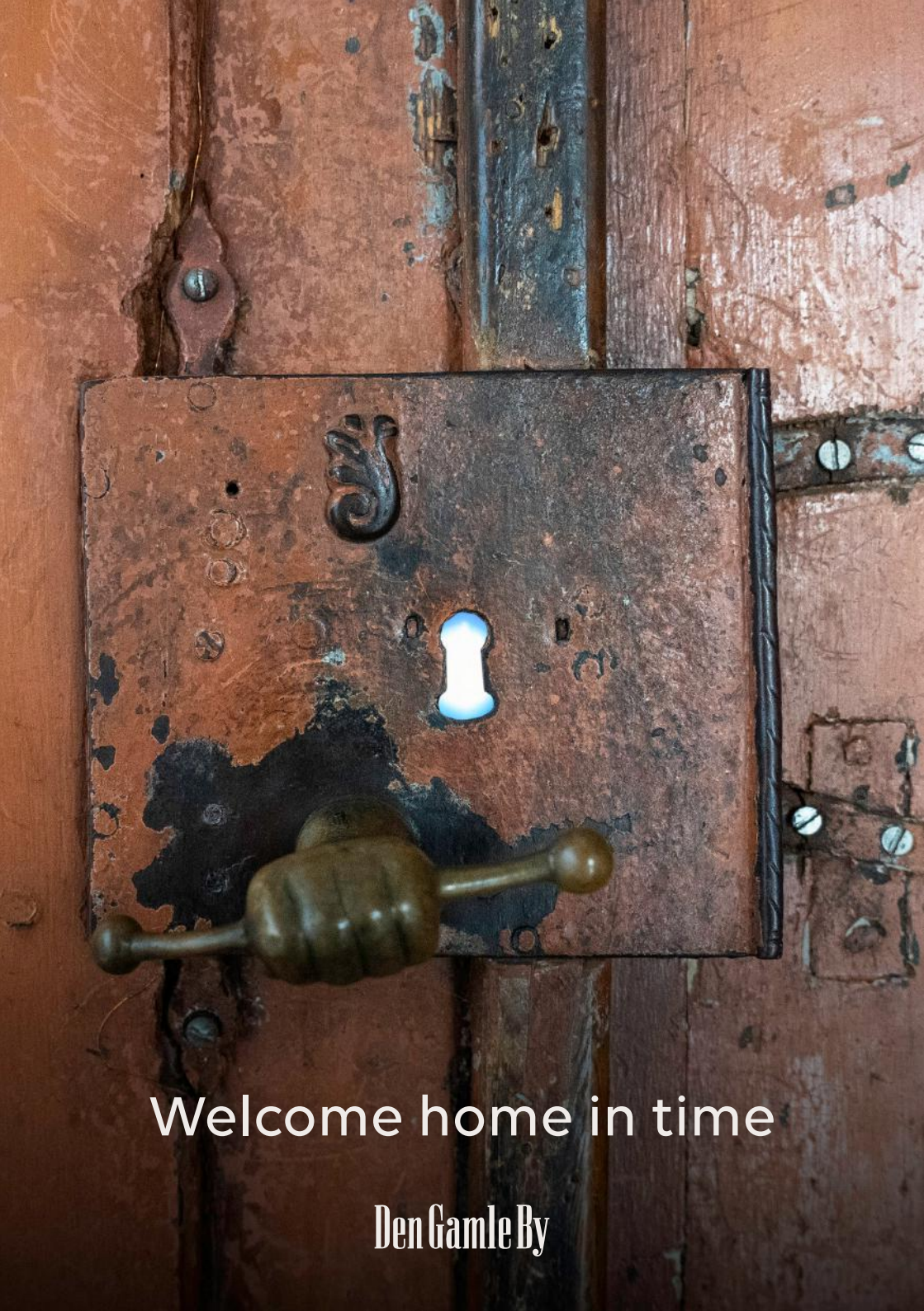
Demographics
Visitors' educational backgrounds largely reflect the composition of the general population.

Organisation
Den Gamle By trains carpenters, painters, masons, woodworkers, gardeners, tailors, bakers, and chefs, and serves as a regular meeting place for more than 330 volunteers.

Social Responsibility
Den Gamle By offers special programmes for people with dementia, courses for social and healthcare workers, and initiatives for socially vulnerable groups as well as children with autism, ADHD, and OCD.

Michelin Top Score ★★★ TripAdvisor ★★★★½ Google ★★★★½


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Welcome home in time

Den Gamle By