Kalmar Castle
- we create desire to visit, all the year round



Goals and strategies for developing the castle

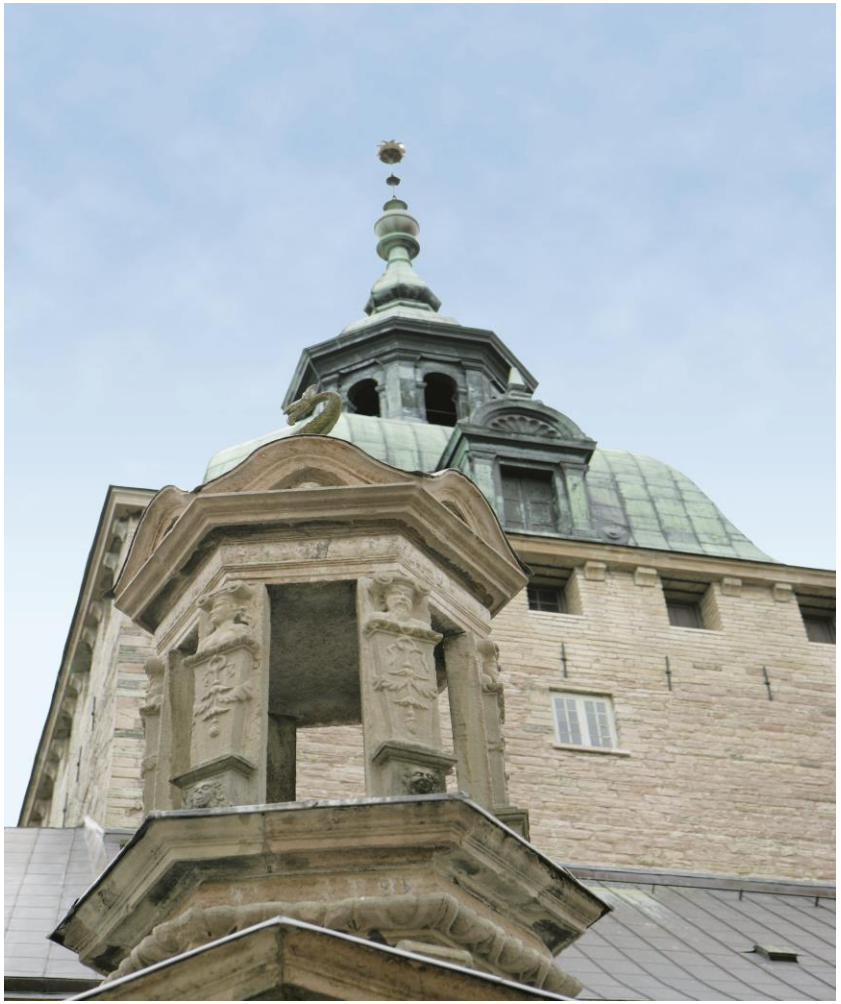
Together Destination Kalmar and The National Property Board launched a plan for development for 2009 - 2018



Our ambition; to welcome 125 000 revenue-generating visitors

Development areas

- Visitor activities
- Leasing activities
- Restaurant activities



Leasing activities -
to be an arena for the region



We could build a new restaurant thanks to the EU-project ”Open doors”





More possibilities for a visit

Opening hours



Accessibility



New target groups



The Children´s Castle



Fun for children is great fun for parents





Dress up





Ten challages in the Castle tournament





Challange the Black Knight



… it is fun but scary!





Time to go on and be knighted in the royal hall



Waiting for the moment to come, soon kneeling in front of the princess



Go for a treasurehunt with the joker



The princess takes the children on a guided tour in the castle





Handcraft in the Vasa workshop





Some of our yearly traditions

Create traditions!

- ❑ Easter witch parade
- ❑ Ghosts & Horror
- ❑ Handcraft in advent
- ❑ The Christmas market
- ❑ Children´s Sunday



There are no ghosts in Kalmar Castle …



Petit, a fairy tale adventure experienced around the royal chambers



Exhibitions for the family and across generations

EMIL! A play exhibition



Maja with friends



Long lasting cooperations

Duran & Mollan – music and fun for families with children



Children theatre



Thank you!

