

# Identifying the issues

## Part 1: The Jelling Case

**Morten Teilmann Jorgensen (Kongernes Jelling)**

# Jelling – Home of the Viking Kings



# A thousand years old story but not many visitors...



2013....



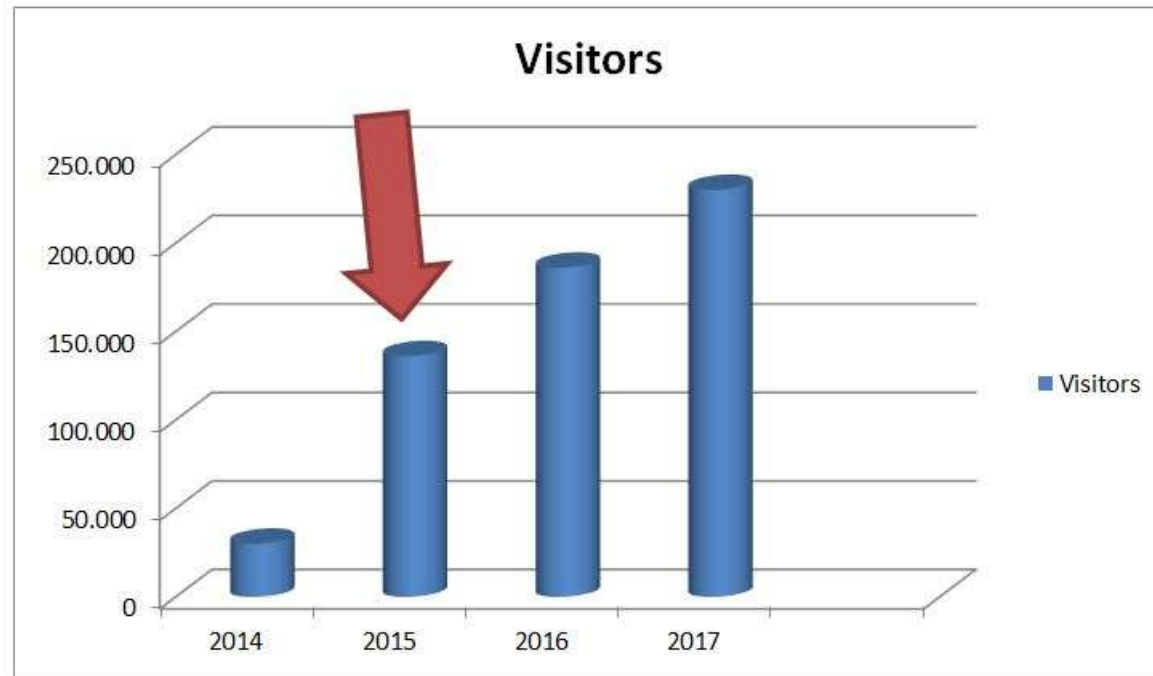
# 2015...We made it more playfull



# New scenografi



# From 30.000 to 225.000



*Let's go out there!*

