ARENAS EUROPE

PRESS RELEASE

For immediate release

Arenas Europe strengthens Nordic network with two major new members

Veikkaus Arena Helsinki and Royal Arena Copenhagen join the association as Arenas Europe continues to expand its pan-European voice for the arena sector

The Netherlands, July 7, 2026: Arenas Europe has welcomed two major Nordic venues to its membership, with Veikkaus Arena Helsinki and Royal Arena Copenhagen joining the association at a significant moment of growth for Europe's live entertainment sector.

The new members strengthen Arenas Europe's representation across Northern Europe and add two important capital-city arenas to a network committed to collaboration, professional development and a stronger collective voice for the industry.

Veikkaus Arena, formerly Helsinki Halli, rejoins the association after a three-year absence. Operated by Live Nation, Finland's largest event arena was fully renovated in 2025 and has a capacity of up to 15,500 guests. Located in Pasila, Helsinki, the arena hosts around 100 major live events each year, including concerts, sport, family entertainment and international championships.

Royal Arena Copenhagen joins Arenas Europe as one of Denmark's leading multi-purpose venues. Opened in 2017, the arena has a capacity of up to 17,000 guests for concerts and cultural events and up to 12,500 for sporting events. Designed by Danish architectural firm 3XN, the venue has established itself as a major destination for international artists, sporting fixtures and large-scale cultural events.

Robert Fitzpatrick, President of Arenas Europe, said: *"The addition of Veikkaus Arena and Royal Arena is a clear signal of the momentum behind Arenas Europe. These are two outstanding venues in two highly significant Nordic markets, each with a strong civic role and a clear commitment to the future of live entertainment.*

"Our purpose is to connect the people and businesses shaping this sector, and to create the structures through which knowledge, leadership and best practice can move more freely across Europe. As our membership grows, so does our ability to represent the arena industry with greater authority, to support its development and to make the case for the cultural, economic and social value of arenas in cities across the continent."

Mirkka Rautala of Veikkaus Arena, commented: *"Veikkaus Arena is entering an important new chapter, and rejoining Arenas Europe gives us access to a strong network of peers at a time of renewed ambition for the venue. As Finland's leading event arena, we have a responsibility to bring world-class live entertainment back to Helsinki and to contribute to the wider development of the Nordic live events market.*
"Arenas Europe offers a valuable forum for sharing knowledge, strengthening professional standards and learning from other leading venues across the continent. We look forward to contributing actively to the network and to working with colleagues across Europe on the opportunities and challenges that will define the future of our industry.

Anders Kjørup, CEO of Royal Arena Copenhagen, said: *"Royal Arena was created to give Copenhagen and Denmark a world-class stage for music, sport and cultural experiences. Joining Arenas Europe allows us to be part of a wider European conversation about how arenas continue to evolve as destinations, civic assets and engines of live entertainment.*
"The arena sector is changing quickly, from audience expectations and sustainability to technology, security and operational resilience. Collaboration has never been more important. We are pleased to join Arenas Europe and to contribute Royal Arena's experience to a network that is helping to strengthen the sector's collective capability and long-term future."

The announcement follows a year of significant development for Arenas Europe. Earlier this year, the association rebranded from the European Arenas Association, marking a new phase in its evolution and strengthening its visibility as it seeks to grow its influence across the European arena sector.

Arenas Europe has also launched a new Education Programme to create a structured

professional pathway for arena and live event professionals and support the next generation of arena leaders. The programme includes the sector's first MSc Business in Technology, developed with Ulster University Business School, alongside a suite of Micro-Credentials designed around the practical and strategic needs of the arena industry.

With a refreshed identity, growing membership and ambitious education platform, Arenas Europe is expanding its role beyond representation. The association is helping to shape the future of the arena sector through stronger collaboration, more structured professional development and a clearer collective voice across Europe.

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NOTES TO EDITORS:

About Arenas Europe

Arenas Europe is the new name of the European Arenas Association. For 35 years, the association has brought together leaders from across the arena sector to share expertise, support professional development, encourage collaboration and strengthen standards across Europe's live entertainment industry.

Following the addition of Veikkaus Arena Helsinki and Royal Arena Copenhagen, Arenas Europe represents 48 arenas across 21 European countries, operating some of Europe's leading venues and staging outstanding programmes of music, family shows, comedy, sport and corporate events. Together, its members help shape the future of live entertainment across the continent.

About the Arenas Europe Education Programme

The Arenas Europe Education Programme is designed to establish a structured professional pathway for the arena industry. It includes an MSc Business in Technology delivered with Ulster University Business School; five Micro-Credentials; and a proposed Certificate in Venue Business.

Website: https://arenas-europe.com/

New Members

About Veikkaus Arena

Veikkaus Arena is Finland's largest event arena and one of the leading live entertainment venues in the Nordic region. Located in Pasila, Helsinki, the arena hosts

around 100 concerts, sporting events, family shows and other major live events each year. Operated by Live Nation, Veikkaus Arena was fully renovated in 2025. With a capacity of up to 15,500 guests, the arena brings world-renowned artists and events to Finland in collaboration with leading national and international event promoters. Its central location in Helsinki and excellent transport connections make the arena easily accessible for visitors from across Finland and abroad.
www.veikkausarena.fi/en

About Royal Arena

Denmark's largest indoor multi-arena for live entertainment, sports and cultural events

Royal Arena is Denmark's largest indoor multi-arena and one of Northern Europe's premier venues for live entertainment, sports and cultural events. Located in Copenhagen's Ørestad district, the venue opened in 2017 and has a capacity of up to 17,000 guests for concerts and cultural events.

Designed by internationally acclaimed Danish architects 3XN, Royal Arena combines iconic Scandinavian architecture with world-class production facilities and a highly flexible event setup. Royal Arena hosts an extensive calendar of international concerts, major sporting events, family entertainment, cultural experiences and corporate events, attracting guests from Denmark and across the globe.

Conveniently located close to Copenhagen Airport and Copenhagen city centre, Royal Arena is committed to delivering exceptional live experiences while continuously enhancing its guest experience, hospitality offering and venue operations.
www.royalarena.dk

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