

2017

Small Danish Hotels – a world of hospitality

Hospitality, unique experiences and an attractive location are important considerations when choosing your holiday, or conference venue. By far the biggest hotel chain in Denmark, Small Danish Hotels, represents a large part of hotels, inns, castles and manors throughout the country. Renowned for its welcoming feel, cosiness and personal touch, the national hotel chain caters for the needs of private and business guests in cities, towns and coastal areas.

Whether you are holidaying, spending a golfing weekend or pampering yourself and friends with a wellness getaway, it is often the small unique moments that complete the experience. In short: Moments of Happiness. Often it comes down to sensing the warm hospitality, the personal service and feeling more than welcome — the very experiences the members of the voluntary hotel chain, Small Danish Hotels, pride themselves on giving their guests.

Denmark's biggest hotel chain consists of a group of handpicked hotels, inns, castles and manors throughout Denmark where personal service and genuine hospitality are in focus. The hotels are owned and run by independent hotel operators, manor owners and innkeepers, some of whom are second and third generation. Small Danish Hotels offers trendy boutique and city hotels, magical experiences in historic, scenic castles and manors, unique Danish hospitality in inns granted royal privilege and classic hotels situated in towns, cities and coastal areas throughout Denmark.

Small Danish Hotels' hotels, inns, castles and manors simply ooze charm. On paper, overnight accommodations are ranked according to a three or four-star system, but when it comes to the personal touch, insight into the needs of guests and hospitality, the aim of all members is to provide five-star quality.

For many years now, Denmark has held the title of being the happiest nation in the world. Danish cosiness takes much of the credit for this, and it is the very essence of the term — attentiveness, intimacy, human interaction and time spent in the company of friends — that characterises Small Danish Hotels.



PRESS INFORMATION

Romantic castle holidays, genuine cosy inn atmosphere or ultra-modern boutique hotels

Despite being a small country, Denmark offers diverse holiday options, ranging from Skagen to Gedser and Blåvandshuk to Christiansø. From the roaring North Sea to the throbbing heart of the capital. From the light beechwood forests and peaceful rural tranquillity to the many old towns with their beautiful houses and charming, bumpy cobblestoned streets.

Whatever your destination, you are sure to find one of Small Danish Hotels' overnight accommodations offering tailored holidays, mini breaks or weekend breaks spiced with nature experiences, golf, angling and wellness — not to mention the finest Danish and international cuisine.

Choose from a traditional highway inn oozing Danish cosiness, a trendy boutique hotel in the heart of the city, a classic hotel by the sea, a modern inn renowned for the finest cuisine or the luxurious surroundings of a castle or manor, where guests can sleep in the countess's red room and dine in the elegant dining halls.

Inns of old

Dotted around the countryside you will find old inns with proud traditions of service and hospitality. With centuries of experience in catering for guests, they are characterised by their unique atmosphere, classic regional dishes and personal service. While good, old-fashioned virtues are very much the order of the day, today's inns all offer modern facilities and superb cuisine — all with an added dash of genuine inn atmosphere that is sure to warm the cockles of your heart — irrespective of the time of year.

Wellness – an oasis of pampering

If you can't pamper yourself, then who can you pamper? A wellness stay offers ample opportunity to pamper yourself with a wide selection of treatments in a relaxing atmosphere. Unashamed luxury!

A wellness stay can be many things. Naturally, relaxation, de-stressing and bringing harmony to body and soul are top of mind, but it is up to everyone to find their own definition of harmony. Several of Small Danish Hotels' inns, hotels, castles and manors have their own wellness facilities, while others provide access to nearby wellness clinics.

The taste of quality time

You do not have to look far to discover a superb culinary experience.

An inn has always been much more than a place to lay down your weary head — it was also a place where travellers expected to eat well and where the innkeeper held a monopoly on brewing ale and distilling aquavit. These fine culinary traditions are very



PRESS INFORMATION

much in evidence today in Denmark's inns, hotels, castles and manors. Some have specialised in traditional genuine Danish cuisine, while others focus on gourmet experiences inspired by French, Italian and new Nordic cuisine.

Live like nobility

Hans Christian Andersen was a frequent guest at Danish castles and manors, which were normally the preserve of royalty and the nobility. This is no longer the case, however. Today, many Danish castles and manors have been transformed into manor hotels where guests can live like counts and barons in unique, historic, scenic surroundings. The wonderful castle grounds, unique buildings, and the tranquillity and authenticity of these historic places provide a truly fantastic setting for an unforgettable experience.

Out in the countryside

When you stay at Small Danish Hotels' inns, hotels, castles and manors, you are never far from scenic countryside. Many of our overnight accommodations provide an excellent base for those interested in exploring the Danish forests, going for long walks along the beach, negotiating challenging mountain bike trails, spending the day on the golfing green or simply a few hours by the coast or stream, fishing rod in hand.

Town holidays

No matter where you are in Denmark, there is always a town well worth visiting within easy reach. Denmark's many towns perfectly blend shopping, sightseeing, art and culture, while the major cities of Copenhagen, Aarhus and Aalborg also boast neighbourhoods with their own distinct character, where small designer and vintage shops beckon.

European Capital of Culture 2017

Aarhus and the 18 other municipalities in the Central Denmark Region are this year celebrating the title as European Capital of Culture 2017. The title represents one of the most prestigious and prominent cultural events in Europe which is naturally something Small Danish Hotels supports with a lot of accommodations at historic castles and well-placed hotels right where it all happens. All our accommodations are well-prepared and looking forward to welcoming the additional tourists that will be visiting the region on this occasion. In this way the tourists can combine their visit with real Danish cosiness and a warm and caring hosting, which is the trademark of Small Danish Hotels.

Denmark's biggest hotel chain by far

For centuries, highway inns have been an inherent feature of the Danish landscape — something for which we can thank Queen Margrethe I of Denmark. For it was the Queen who in 1396 decreed that there was to be an inn under royal privilege at a four-mile interval (roughly 30 km) along the country's main highways, corresponding to a day's travel on horseback or by carriage. Highway inns are thus an ancient institution dating back more than 600 years.



PRESS INFORMATION

In 1981, several innkeepers in Jutland came up with the idea of working together to attract more visitors to their inns. Later, innkeepers from Funen and Zealand joined the initiative, which became known as Dansk Kroferie (the Danish Association of Innkeepers), now part of Small Danish Hotels. Many of the inns enjoyed and continue to enjoy royal privilege and all take great pride in upholding the age-old tradition of offering superb hospitality.

Gradually, the association grew to include new overnight accommodations such as hotels, castles and manors. Together, the handpicked hotels provide about 5,000 rooms.

Facts about Small Danish Hotels

- Innkeepers in Jutland founded the voluntary hotel chain in 1981.
- Small Danish Hotels' members include over 80 Danish inns, hotels, castles and manors spread across Denmark.
- Small Danish Hotels boasts 5,000 rooms in classic hotels, city hotels, inns, castles and manors throughout Denmark

For more information about our establishments, great experience packages etc. - please visit www.smalldanishhotels.dk

For further information please contact Small Danish Hotels' CEO, Jørgen Christensen, on tel. +45 21 67 44 55 or email jc@smalldanishhotels.dk

For press images, press texts and other questions please contact Tina Baungaard-Jensen at Small Danish Hotels' PR agency, EHRENBORG Kommunikation on tel. +45 41 28 10 01 or email tbj@ehrenberg-kommunikation.com

PRESS INFORMATION



SMALL DANISH HOTELS.DK
moments of happiness