

Small Danish Hotels – Moments of Happiness

Denmark's biggest hotel chain, Small Danish Hotels, represents a broad selection of hotels, inns, castles and mansions in the entire country. The hotel chain guarantees cosiness, quality and excellent hosting for both private and commercial guests.

Unique experiences, great gastronomy and attractive locations. There is a lot of demands to deliver on, if you want to be first choice, when the destination for the successful holiday or conference is being chosen. And often the devil is in the detail. Hospitality, personal service and the ability to make the guest feel safe and welcome will often be crucial ponds in the decision making.

With approximately 80 different places of accommodation as members, Small Danish Hotels are the country's biggest hotel chain, and counts everything from trendy city hotels and enchanting castles to traditional inns and atmospheric mansions. What they all have in common though, is that they are setting the scene for cosiness, quality time and presence. By working with the core values, teaming up around marketing and focusing on tailored concepts for any target group, Small Danish Hotel has achieved great progress.

The first step towards the hotel chain's great success was taken in 1981, when a group of inn owners in Jutland decided to work together on attracting more guests. Since then, inn owners in the rest of the country joined the collaboration, which eventually became known under the name "Dansk Kroferie". Over time it grew bigger while hotels, castles and mansions also became part of the journey. In 2012 the named changed to Small Danish Hotels, which signals a broader reach and a more international approach. The name change reflects the chain's wide selection of products and experiences and has already shown great results. Today the chain offers approximately 4000 rooms all over Denmark.

The hotel chain members

All hotels, mansions and castles in the hotel chain carries at least three stars in the European hotel classification. The three stars are a condition of membership, but they do not guarantee access. Because when it comes down to hosting, human qualities and insights into the needs of the guests, then five big stars are demanded.

All places of accommodation in the voluntary chain are privately owned and run by independent hotel, castle and inn owners, who in some places are even 2nd or 3rd generation landlords. As a member of Small Danish Hotels, the hosts can focus on what they do best; hosting and giving their guests a unique experience. Small Danish Hotels will take care of all the branding and marketing towards the target groups, that covers private guests, corporate clients and tour managers in and outside the country.

Something for everyone

Small Danish Hotels are one of the few hotel chains in Denmark, that has achieved progress in a time where international chains and the hotel business as a whole, are having a difficult

time. When the inn owners in Jutland got the wheels turning in 1981, they could not have imagined, that 36 years later, the hotel chain would be generating a turnover equivalent to hundreds of millions of Danish Kroner.

Despite Denmark's modest size, it is a country full of diverse holiday options. From the surging North Sea to the pulsating cosmopolitan capital. From the country's light green forests and yellow fields to the city's significant architecture and narrow streets. Small Danish Hotels is being represented in every corner of Denmark and offers tailored holidays and weekend stays for guests of all kinds. The big focus on delivering a broad selection of locations and experiences is one of the strongest forces in the business of Small Danish Hotels, and it has contributed to the massive progress the hotel chain has seen over the past 15 years. Because whether the guest prefers an active holiday with golf and biking in picturesque scenery or wellness and heavenly gastronomy, then Small Danish Hotels will set the scene and make it happen.

Inn's like in the good old days

The old Danish inns, with their proud hospitality traditions, are located in the beautiful country sides. They have got more than a hundred years of experience with taking good care of guests and are well known for their cosy atmosphere, classical traditional food and friendly service. The good old ways are still alive and well, though accompanied by modern facilities and astonishing gastronomy.

Wellness – a world of luxury

In the catalogue of Small Danish Hotels wellness stays are widely represented. The hotel chain offers a wide selection of stays filled with treatments and relaxation. A wellness stay is first and foremost about relaxing, unwinding and getting a break from the stress of everyday life. Wellness is there for a great opportunity to gain balance in the body and mind. Several of the inns, hotels, castles and mansions in Small Danish Hotels have their own wellness facilities while others instead will provide access to independent wellness clinics located in the area.

The taste of taking your time

From the first inns started to appear near the roads, they have been associated with much more than just sleeping accommodation. The inns were known as providers of fine dining and furthermore the inn owner would back in the day have had monopoly on brewing beer and distilling liquor. Today the Danish inns are still strongly linked to great dining experiences, and many people will still visit the inns merely to enjoy a nice candlelight meal in a cosy living room atmosphere. The fine dining traditions are still doing well, especially on the Danish castles and mansions. Some of the kitchens specializes in traditional Danish cooking while others will focus on the grand experiences of world class gourmet inspired by e.g. France, Italy and the new Nordic kitchen.

Like dukes and barons

The famous Danish writer Hans Christian Andersen was a reappearing guest at the Danish castles and mansions, but originally only noblemen and royalty would be granted access. Today a lot of the mansions and castles has opened their gates to the commoners and have been decorated as historic hotels, where the guests can feel like royalty in authentic buildings and picturesque surroundings.

Into the wild and back to the city

One of the most crucial criteria for when the Danes select their holiday destination is location. From the establishments of Small Danish Hotels there is never far to stunning nature. And with short distances to forests and beaches, most of the places of accommodation will provide a solid base for the active, nature loving audience, who likes to unwind on the golf course, by the river side or on a mountain bike.

Small Danish Hotels are also broadly represented in and around the Danish cities. Cities like Aarhus, Odense and Copenhagen are well known for their multicultural vibes and high intensity, and they will all offer possibilities for shopping, sightseeing, art and (food) culture. In contrary the smaller Danish cities offer more local atmospheres and invite guests in to anything from collector's exhibitions to glass artist workshops and local microbreweries.

Bonus programme and booking advantages

Every day both private and commercial guests check in at the castles, mansions, hotels and inns of Small Danish Hotels. All guests, private and commercial, are always guaranteed the best room rate of the day and several other advantages when booking directly on smalldanishhotels.dk.

Benefits for loyal guests

Small Danish Hotels' guest club is called Benefits and is the newest version of the hotel chains already existing loyalty programme. Benefits works as a system that rewards all direct bookings with points. The guests can then later on use their points for a new booking or part of a new booking. The points can also be exchanged into gifts in the point shop on benefits.dk or they can be used to pay the restaurant bill.

Facts about Small Danish Hotels

- In 1981 a handful of Jutland inn owners founded the company, that is now known as Small Danish Hotels, and which today figures as Denmark's biggest hotel chain.
- Small Danish Hotels has members spread widely across the entire country.
- The voluntary hotel chain offers approximately 4200 rooms in anything from inns, classical hotels, city hotels, castles and mansions.
- All the members of Small Danish Hotels have at least three stars and work closely together on core values and marketing.

For more information, please go to www.smalldanishhotels.dk

For further information please contact the director of Small Danish Hotels, Jørgen Christensen, on his mobile phone +45 21 67 44 55 or via email jc@smalldanishhotels.dk

For press photos, press statements and other questions please contact Fie Nadja Vedsmand with Small Danish Hotels' PR agency, EHRENBORG SØRENSEN Kommunikation, on mobile phone +45 28 15 88 97 or via email fv@ehrenbergsoerensen.com