Everything on a folded A3

1 page: Introduction, deadlines and objectives



Page 2: Left side: Enhanced guidance. 7 Steps



**Instructions**   
1) Fill in the number of guest nights in total   
2) Spread on purpose. See definition   
3) Spread on nationality   
4) Number of individual arrivals in total, and its Danish   
5) Fill in the number of room nights   
6) Under "capacity" change if relevant number of permanent beds and rooms   
7) Change if relevant opening period

**Guide**

**Nationality** is defined as the country in which the person has residential address .  
The difference between **guest nights , room nights and arrivals**  
6 people stayed at the hotel for 5 nights in 3 double bedroom

It is 6 **Arrivals**  
6 x 5 nights = 30 **guest nights**  
3 rooms x 5 nights = 15 **room nights**

**Individual**

**Business (Business )**Individual travelers who travel in connection with their  
work . For example :  
- Customers who book a room at list price  
- Corporate rate (trade agreements )  
- State Awards  
- Special promotional pricing on weekdays  
- Individual bookings through professional travel agents.

**Holidaymakers ( Leisure )**  
Travelers who are traveling for holidays . For example :  
- Customers who have booked a holiday either directly to the hotel or via the hotel's website  
- People who redeem award credits from the chain membership card to stay free  
- Bookings through external websites such as Expedia.com  
 FIT guests from tour operators

**Groups**  
**Business (Business )**All groups of more than 10 people, who are affiliated company, organization or professional sports .  
For example :  
- Participants in courses, conferences, incentive travel , etc. .  
- Groups that are booked through professional travel agents.  
- Persons who must stay overnight at the hotel in connection with delays at airports

**Holidaymakers ( Leisure )**  
All groups from tour operators and travel agencies  
visiting the hotel on the occasion of the holiday . For example :  
- Persons in private group events

Page 3: Right side. Numbers are written in the white fields. Preprint in the shaded fields.



Page 4. Back page. More information, publication of figures and deadlines.

