



Qualifying for the status of authorised Tourist Information for 2010

Criteria for the right to use the “red i sign” service sign and the “M.61.2”
signpost without sub-text



AUTORISATIONSDVALGET

1. Status as authorised Tourist Information – and the application itself

a. In order to be able to qualify for the status of authorised Tourist Information with the right to utilise the “red i sign” and the “M.61.2” signpost without sub-text, a written application must be submitted to the Authorisation Committee.

The final deadline for the application for 2010 is **15th October 2009**. Applications that are received after this date will be processed, but no guarantee can be given that the applicants will appear on the complete list of green and red tourist offices as of 1st January 2009.

b. A fee of **DKK 2,000.00** must be paid to cover the Authorisation Committee’s administration costs. This fee will be charged via an invoice when the application for authorisation is received. An application will not be processed until payment has been received. As this fee covers the processing of the application, the amount will not be refunded if the application is not authorised.

c. If the Tourist Information itself is of the opinion that it is unable to comply with the provisions of sections 2-8, the “red i sign” must be removed immediately and the Authorisation Committee must be informed to this effect. The Authorisation Committee will then notify the highway authorities.

d. If the Authorisation Committee deems that the Tourist Information does not comply with the provisions of sections 2-8 at all times, then the Authorisation Committee can revoke the authorisation with its associated right to display the “red i sign” and the “M.61.2” signpost without sub-text.

Both a verbal and written warning will be given to the Tourist Information prior to this occurring, and – as a minimum – a penalty of suspension will apply for the rest of the year. At the same time, the regional tourism development company, the municipal authority and the regional authority will be notified.

In situations of “force majeure”, the Authorisation Committee has the competence to interpret when this applies.

e. In the event that the Authorisation Committee receives an application for another authorisation for an area in which authorisation has already been granted, it is the Authorisation Committee which decides whether it is expedient to authorise this application.

f. The Authorisation Committee is empowered to make exemptions from individual provisions.

2. Applicable provisions for use of the “red i sign”

a. The right of Tourist Information venues to use the “red i sign” is awarded according to the decision by the Organisations’ Authorisation Committee for Tourist Offices and Tourist Information in Denmark (Organisationernes AutorisationsUdvalg for Turistbureauer og Turistinformationer i Danmark). The right of use of the “red i sign” belongs to the Authorisation Committee.

b. The right to use the “red i sign” is granted to tourist offices whose applications are approved for authorisation as a Tourist Information facility. The authorisation only applies to the calendar year that is covered by the authorisation.

Authorised Tourist Information facilities undertake to comply with the provisions below:

c. The “red i sign” must appear on the façade of the Tourist Information or immediately in front of the entrance. If this is not possible, the “red i sign” should be placed in the Tourist Information’s window that faces onto the street.

d. The “red i sign” is a service sign that says that tourists will receive well-qualified information and service at the venue concerned. The sign is not a signpost.

e. The “red i sign” may not be used in any other way than that described in section 2c. The sign is protected by a trademark and must not be replicated in either concept or design without prior written permission from the Authorisation Committee.

Where can the Tourist Office purchase signs and flags?

The “red i sign”, vinyl stickers and flags can be purchased in standard dimensions by authorised Tourist Information facilities by contacting the firm Art Sign - Skjulhøj Allé 32, 2720 Vanløse, tel. +45 38 71 83 33, fax +45 38 71 66 55 – with which the Authorisation Committee has concluded an agreement on stocking and sales. Cloth flags for flagpoles can be ordered directly from the Authorisation Committee’s secretariat.

3. The premises and layout of the Tourist Information

a. The Tourist Information’s premises must be laid out exclusively for the service of tourists and the provision of information to tourists. Disabled access should be taken into account with regard to the layout of the premises.

b. If the Tourist Information is laid out in premises that are also used for other purposes, the Tourist Information itself must be clearly spatially separated from the other activities in the premises.

4. Operations, management and personnel

a. The Tourist Information’s operations must be managed by a permanent qualified day-to-day manager employed on full-time basis.

Any trainees are included under permanent staff, but may not be the only staff on duty during opening hours.

b. The employees at Tourist Information must be able to provide professional, qualified written and verbal service and information in Danish, English and German as a minimum. It is naturally also assumed that the personnel are qualified to satisfy the requirements in section 5.

5. Requirements with regard to information and service level

a. At local and regional level, the Tourist Information must be able to carry out assignments and reservations (bookings) through written and verbal communication, as well as being able to provide correct and current detailed information concerning:

- Transport
- Accommodation
- Places to eat
- Sights and attractions
- Events
- Activities
- General travel information

b. The Tourist Information facility must be equipped with a telephone with its own number and own number address.

c. Tourist Information facilities that are open all year round shall have an up-to-date website, which must be in Danish, English and German with contact information clearly visible. On the main page of the website the “red i sign” must be visible at a relevant position and mark the location of the office on a map of Denmark. There must also be links to Guide Denmark at www.visitdenmark.com and to the authorisation rules at www.sdt.dk

d. The Tourist Information facilities that provide updates to Guide Denmark (VisitDenmark) undertake to regularly update information concerning their own tourist products in accordance with the cooperation agreement in force with Guide Denmark.

6. Requirements concerning information material

The Tourist Information is responsible for having the following material at its disposal, but will itself assess the extent of the material in relation to demand:

- VisitDenmark’s free national publications

- Regional catalogues
- NB: As a Tourist Information facility, it is a requirement that all destination brochures from the local region and the destinations that are adjacent to the Tourist Information's local area are available. Furthermore, material concerning the biggest cities in Denmark – Copenhagen, Aarhus, Odense and Aalborg – must be available
- Up-to-date tourist brochures from the local area, including brochures containing places of overnight accommodation, places to eat, attractions and sights, such that the range of brochures provides an accurate picture of what is available in the area
- Brochures about Denmark's most popular attractions and sights. There are no requirements concerning the physical location of the material in the tourist office's premises, although there must be signs stating that there are brochures available that are not on display

The Tourist Information should have the following at its disposal:

- Timetables and schedules for transport by road, rail, ferry and plane related to local needs
- Public publications that contain general travel information
- A reference copy of each of VisitDenmark's publications

7. Services

Free

The Tourist Information may not charge payment or demand a service fee for VisitDenmark's free publications or for information material from regional tourism development companies and destinations – or for general local brochures.

User charges

Users can be charged for special/thematic brochures that are not covered by the above.

8. Opening hours

a. The Tourist Information's minimum opening hours:

The high season lasts for 12 weeks and mirrors Danish school holidays: Summer (7 weeks) and, for instance, Christmas, Easter, Whitsun and half-term holidays in the autumn and winter.

During the high season the Tourist Information must be open at least 25 hours a week, 5 days a week.

Outside the high season

At least 20 hours, 4 days a week.

b. The opening hours must be clearly displayed at the entrance to the Tourist Information by means of signs in Danish and at least one foreign language.

c. Outside opening hours, the Tourist Information undertakes to establish a telephone answering service which states the name, telephone number and address of the nearest Tourist Office(s) or will set up automatic transfer of the call.

In addition, a referral to the nearest authorised Tourist Office must clearly appear on signs at the entrance.

d. The Tourist Information undertakes to provide data concerning opening hours to Guide Denmark (VisitDenmark) by **1 November 2009 at the latest.**



The Authorisation Committee is responsible for awarding the “green and red i sign” to Tourist Offices and Tourist Information in Denmark according to a pre-defined set of criteria. Furthermore, the committee’s task is to make a contribution to the enhancement and assurance of the quality of service and information at Tourist Offices and Tourist Information to match the needs of tourists.

The Authorisation Committee’s board comprises

Consultant Susanne Nørlund Munk
Local Government Denmark

Staff Consultant Anker Madsen
The Danish Outdoor Council

Chief Consultant Niels Henrik Larsen
VisitDenmark

Director Poul Fejer Christiansen
(The Danish Camping Board) representing the Tourist Industry’s Cooperation Forum (Turisterhvervets Samarbejdsforum)

Chairman Anne-Mette Knattrup
Association of Danish Tourist Managers (Foreningen af danske Turistchefer)
(Chairman of the Board)

Chairman Bjarne Kock
Confederation of Danish Tourist Associations (Samvirkende danske Turistforeninger)
(Deputy Chairman of the Board)

Secretariat

Head of Secretariat Ilse Trøst Hansen

These criteria have been revised and adopted in September 2009 and will take effect from 1 January 2010.



AUTORISATIONSUDVALGET

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