

HIMMERLAND IS GROWING AND HAS DIGITAL AMBITIONS

In North Jutland (Denmark) you will find the luxurious resort HimmerLand, which is known for its golf facilities, spa, different activities and gastronomy. The resort is on a major growth journey, where padel courts, new hotel rooms and a multipurpose hall also are being built. In addition to new activities and experiences, HimmerLand's digital ambitions are also developing. One of the new initiatives is digital signs to communicate with guests at the resort.

Today, HimmerLand offers everything from sports activities and gastronomic experiences to modern spa stays and a 24-hour grocery store. The resort is growing and has a goal of becoming more a year-round resort with guests from all over the world.

In the summer of 2022, HimmerLand opened a newly renovated spa department and in November 2022 a completely new padel center, so that guests now can play around in a 20,000 m² activity area with the opportunity to play both padel, tennis, football on artificial turf, etc. The next step is a large multipurpose hall. In addition, digital signs have recently been set up to communicate with guests in selected areas.

- We are going through an very exciting development with various projects where we will create new opportunities and even better experiences for our guests. With the desire to be able to communicate with our guests in an inspiring way, and to make everyday life easier for our staff, we have chosen to set up digital signs in selected areas, says Cecilia Oddermose Kuhr, F&B Coordinator at HimmerLand.

STATE-OF-THE-ART GROCERY STORE OPEN 24/7

HimmerLand has a large number of surrounding holiday homes and with more than 6 kilometers to the nearest shopping facilities, guests are therefore also offered the opportunity to shop in a state-of-the-art

grocery store. During the day, the grocer is staffed and during off-hours self-service is offered, where guests can shop on their own by registering with NemID. The assortment with 1.000 different item numbers have all been attached with a digital price tag from Delfi Technologies.

The digital price tags are connected to HimmerLand's ERP system, and via a wireless antenna, it is possible to change prices and information on all the signs - in a matter of seconds. With Delfi's app, installed on a smartphone or handheld terminal, staff can easily associate a new item with a sign. This is done by

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F&B Coordinator at Himmerland**





simply scanning the barcode of the sign and then the barcode of the item. After this, the sign will automatically carry out all price and product updates with data from the resort's ERP system. The merchant can also highlight „2-for-1 offer“ in red to create extra attention.

A NEW BIG TREND IS MOVING IN

Padel is the brand-new thing in the sports world, and HimmerLand has embraced that trend as well. A large padel center with 8 courts has just been built a few hundred meters from the resort's main building. The center is not only intended for the resort's guests but can be used by everyone. You book online, will get a code which opens the center and the specific lane.

The new center is another step towards the resort's ambition of embracing different types of guests and events. In this way, you can also combine conferences and company events with sports and gastronomic experiences.

In the padel center you will also find an associated kiosk area where the players can serve themselves and buy everything from blister patches to cold drinks and something sweet. The selection in the kiosk is also equipped with digital price signs from Delfi Technologies, so that prices and signs can be controlled from the merchant at the resort.

A MODERN BREAKFAST BUFFET

In the resort's hotel restaurant, a sumptuous breakfast buffet with a wide selection of hot and cold dishes is served every day. To make daily life simpler for the staff, digital buffet signs from Delfi have also been introduced in the buffet, so it is also possible to easily and quickly change the buffet's contents and dishes.

At the same time, it is possible to inform guests about allergens directly on the signs in the buffet. The signs are of the same type as the digital price signs that are already used in the grocery store and the padel kiosk. The buffet signs control the staff via a simple Excel sheet, where texts can be quickly entered and followed by a single click, all the buffet signs are updated with the changes and the new dishes.

- The digital signs help us to create good communication with our guests. We have introduced digital signs so that our grocer and kiosk can easily communicate about goods and prices. We use the same solution as buffet signs to show our guests today's menu and dishes in the breakfast buffet, says Cecilia Oddermose Kuhr, F&B Coordinator at HimmerLand.

ABOUT HIMMERLAND

When Lars Larsen took over the assets in HimmerLand in 2007, the resort quickly went from a golf course in Gatten to a resort with a focus on golf and spa. Since then, the resort has only developed further, and in 2014 it was possible to welcome the international golf tournament Made in Denmark, which has since changed its name to Made in HimmerLand.

In 2020, the plans was defined for HimmerLand's expansion, which had to match the resort's ambition to become a wholehearted resort with an international focus, were set in motion in earnest. HimmerLand had to be more than golf and spa, which is why the Lars Larsen Group chose to invest further in the resort and add padel courts, tennis, a football field and a multi-purpose hall.

Today, HimmerLand is owned by the Lars Larsen Group.