

SWEETS Hotel is a one-of-a-kind accommodation located in 28 different bridgehouses spread throughout Amsterdam.

Each bridge house has been transformed into a one-bedroom suite that accommodates two people. All suites are situated in vibrant neighborhoods and offer inspiring views of Amsterdam's historical canals.

The aim of the SWEETS executive management team is to convey a specific historical environment to guests, while simultaneously offering the ultimate in modern comfort.



SWEETS HOTEL AMSTERDAM, THE NETHERLANDS

TARGET GROUPS:

1. Guests who appreciate Amsterdam's architectural heritage yet, at the same time, seek creature comforts.
2. Couples seeking a unique guest journey that differs from the standard Amsterdam hotel structure.

CLIENT USP:

SWEETS Hotel offers accommodation in Amsterdam's bridge houses, a truly unique guest journey. The extraordinary, dispersed locations of the bridge houses offer full immersion in city life, allowing the tourist to transform temporarily into a resident.

CHALLENGES:

Because the rooms are not located in one building with a single reception area, digital technology with secure encryption was needed in order to provide keyless access. A remote, high-speed check-in procedure became vital to the design of the hotel's reception "virtual" reception process.

In addition, there was a need for the guest not to feel afloat or alone in an unfamiliar city.

FLEXIPASS Mobile Keys allow @ SWEETS guests to access their accommodation independently. An integrated CHAT function, meanwhile, enables them to quickly and easily contact the concierge service. The integrated guest directory by SuitePad replaces the traditional guest directory and all paper collateral in the room. Now guests can use their mobile device to stay up to date with e.g. all local information and tips about Amsterdam.

A rapid, virtual check-in process – all carried out via smartphone – affords the guest immediate access to their own individual bridge house. As a result, the guest experiences no time delay whatsoever between arrival and entry. An integrated MAP function helps guests locate their bridge house quickly and easily upon arrival in Amsterdam.



Our guests love FLEXIPASS and SuitePad. It gives them security and the freedom to enjoy a truly unique experience of Amsterdam.

Backed by the secure, reliable and encrypted FLEXIPASS solution, our staff can focus much more on our guests.

Margot Vlek, General Manager, SWEETS Hotel



FUNCTIONS USED INCLUDE:

- 01 custom design
- 02 multilingual function
- 03 cashless payment function integrated for check-out
- 04 integration with PMS system
- 05 digital guest directory tool integrated to FLEXIPASS via the BYOD solution (QR code)