

CASE STUDY

# Van der Valk Ridderkerk

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Digital Guest Engagement and Positive ROI

"We introduced SuitePad in August 2018 to our guests with the goal to provide our guests with a better experience, replace the paper collateral and achieve a return on investment. After only two months in I am happy that we have achieved all three goals."



*Freek Van der Valk, CEO*  
**Van der Valk Ridderkerk - Rotterdam**

## WHO

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Van der Valk Hotel Ridderkerk – Rotterdam is a 4-star-hotel with 140 rooms. With business guests during the week and leisure travels on the weekends it targets both leisure and business guests. SuitePad tablets were installed in August 2018.



VAN DER VALK  
HOTEL RIDDERKERK





## THE PROBLEM

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### **Replace paper collateral & staying ahead of the competition**

Opened in 2007 the hotel was quickly able to gain a great position in the wider area of the Rotterdam hotel market.

In order to keep the strong positioning it was vital for Krystle and Freek van der Valk to keep on innovating given that the topic of digitization has gained more and more importance over the last years. This is why they were considering new tools to communicate with the guests while they are in the property.

Three things were most important to the Van der Valks in the supplier selection process:

- Replace the print collateral that is currently in the rooms
- Ensure that a solution is installed that guests actually use & achieve positive guest reviews
- Focus not just on guest engagement but also on return on investment

## THE SOLUTION

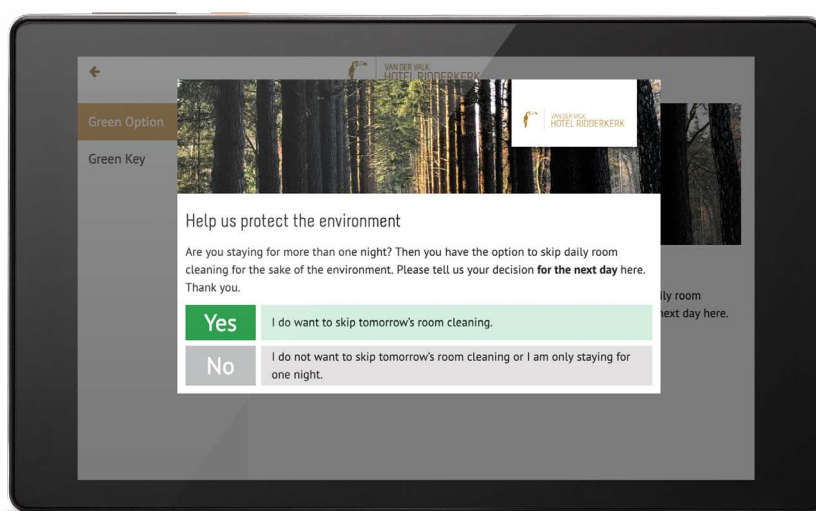
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### How SuitePad tackled the goals

After a selection process SuitePad was picked as the supplier and the print collateral was replaced by the [SuitePad in-room tablet](#) in August 2018.

As the device is waiting in the room, guests can pick it up and easily begin interacting with the hotel and its services as soon as they arrive.


In order to achieve a positive Return on Investment the SuitePad Green Option was introduced in the hotel (below).



## THE RESULTS

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- The paper collateral was successfully replaced in a way which conformed with both Hotelstars and Dutch classification authority standards.
- In total, all guests spend over 6 hours a day interacting with the solution and the hotel achieved positive guest feedback.
- The hotel had on average 117 Green Option requests per month.
- With the Green option the hotel saves on housekeeping costs. Linen and amenities will be reduced on a yearly basis thus saving the environment. The monthly savings of this one feature alone already pay for the whole software subscription.



Travel30061493714  
Sneek, the Netherlands

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Reviewed March 26, 2019

### Rooms are great!

The rooms have a hygienic appearance on arrival and are neat and tidy. In addition, all rooms are equipped with a tablet with which you, as a guest, can provide yourself with all conveniences and call up hotel services.

**Date of stay:** March 2019

**Trip type:** Traveled for business

Price quality: 4/5  
Location: 4/5  
Sleep quality: 5/5

Rooms: 5/5  
Hygiene: 5/5  
Service: 5/5

Review collected in collaboration with this hotel

An excellent review for Van der Valk Hotel describing their encounter with the SuitePad Tablet.

## EXECUTIVE SUMMARY

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All guests together spend more than 6 hours on the solution each day, they give positive feedback on SuitePad via tripadvisor and the solution achieves a positive return on investment for the hotel.

A win-win solution for the guests and the hotel!

Interested in learning what SuitePad can do for your hotel?

Get in contact for more information and a free consultation.