



BEST WESTERN, NETHERLANDS



“The main benefit is the multiple access management: you do not have to worry every time, you’re coming in and drive out again. If you’re staying here for three nights, you can just put your plate in once, and then now every transit is taken care of. The guests with cars here have the feeling that their car is safer.”

Kara van Luijk, Duty Manager Best Western Zaan Inn

CHALLENGE

The Raspberry Hospitality group has experienced significant expansion and renewal in the Netherlands in 2024. With **over 10 hotels** in its portfolio, the management deemed it essential to achieve more accurate control over the facilities, starting with their car parks.

The Group engaged FAAC BV parking team for the renewal of the parking facilities at the Best Western Hotel Zaan Inn (Zaandam), the Best Western Hotel Amsterdam, and the Hotel Spaander (Volendam). Their previous systems were outdated and no longer met the group’s needs: to offer guests **quick, safe, and impeccable access** to a secure car park, as well as more efficient management of daily operations by the hotel staff.

With room reservations being fully digitalized, it was a must for the parking system to be aligned with this standard, with the flexibility to scale across more facilities. Therefore, online **booking through self-service platform JPass** was introduced, allowing customers to be completely autonomous.

BACKGROUND

Founded over 65 years ago, Raspberry Hospitality Group has grown from a small network into the world’s largest collection of individual hotels. Its mission remains unchanged: to offer characterful hotels with exceptional service. The first three hotels relying on HUB Parking digital management are:

Best Western Hotel Zaan Inn (Zaandam) - located next to the Zaandam train station, 12’ to Amsterdam’s city center and 25’ to Schiphol Airport, featuring **102 parking bays**

Best Western Hotel Amsterdam - in the West District of the city, it comprises of **105 parking spaces**

Hotel Spaander (Volendam) - location founded 170 years ago as an inn and developed into a hotel by hotelier and art collector Leendert Spaander from 1881 onwards, offering **150 parking spaces**.

The car parks’ blueprint consists of entry and exit lanes with License Plate Recognition technology for ticketless access, ticket issuance option for transient parkers, an Automated Pay Station and a handheld payment terminal (Fee Computer), to accommodate occasional visitors and hotel guests, giving them more flexibility in deciding how long to use the car park.



CLIENT REQUIREMENTS

- Compact and modern system, to complement the design of any and all hotels
- Ticketless access configuration with camera-based LPR to eliminate paper consumption
- One single management platform to handle multiple sites
- **Self-service booking capabilities** through JPass and **real-time visibility** into parking spot availability, thanks to integrated parking management system JMS
- **JMS in cloud with local business logic** to handle the database and optimize parking operations
- Cashless payment terminal, to avoid cash handling
- Intercom in lane with 24/7 assistance
- Prompt technical support upon request



RESULTS

The local parking team has developed an optimal parking solution for all facilities: a flexible, user-friendly system handling free-flow transits and multiple access rights. The new system flexibility caters to the **diverse access needs** like hotel guests and transient parkers who only need a spot for some hours.

The entrance and exit lanes are equipped with a slim Jupiter station and **Quercus smart LPR camera**, which captures the incoming/outcoming license plates and communicates with JMS management system and the barrier to rise without the issuance of a paper ticket. The Automated Pay Station (APC) receives the information in real time and allows users to easily pay their parking fee through the **"Pay by Plate" functionality**: all it takes is to start typing in the digits of the license plate, and the picture taken at entry is shown on the screen, among others: once the right one is identified, the correct fee is displayed for payment – either with chip&pin card, or contactless.

Parking at all hotels is paid, bookable, and available 24/7. HUB introduced JPass digital interface to manage booking and access credentials. **Fully integrated with JMS** management system, it functions as an external platform where users are directed after confirming a hotel stay or can access directly from the hotel website, to reserve their parking spot – autonomously. The system guides the parker with instructions on how to book a parking space and renew or prolong the stay as needed. This self-service feature **relieves the hotel staff of the relevant operations** management, which in cases like the Zaan Inn is significant: many companies nearby now rent spots for their employees' carpooling, thus **maximizing the car park occupancy** levels according to the real-time availability reported by JPass. JPass means no manual management nor overbooking!

The parking operations are efficiently managed through the centralized platform Janus Management System (JMS). JMS integrates data from parking stations and cameras, overseeing all transits through entry and exit lanes and all transactions, provides advanced analytics for real-time occupancy and **reporting on the parking lots' performance**. Furthermore, hotel management can access the data provided by the software anywhere and anytime, easily monitor the equipment, and support customers who might need assistance in lane.

HUB Parking system has provided the Raspberry Hospitality Group with an **innovative, flexible, and monitorable solution**, capable of adapting to the guests needs.

