

Paradiso

How Keynius enabled enhanced guest experience and revenue growth

Industry
Hospitality & Venues

Solution
Paid & Guest Storage

Location
Amsterdam, Netherlands

↓ **75%**

Reduced post-event
exit times from 60 to
15 minutes

18x

ROI since the Keynius
implementation

+380k

Number of times the
lockers have been
used

993

Number of Smart
Locker Walls installed



Seamless Stays, Simplified Storage

Paradiso, a world-leading music venue in the Netherlands renowned for hosting iconic artists like Prince and David Bowie, faced significant operational challenges related to traditional cloakroom services.

With a high volume of patrons, they sought a modern solution to improve efficiency, guest satisfaction, and unlock new revenue streams.



Paradiso's Challenges

Long Wait Times

Guests faced up to an hour wait to drop off and collect belongings.

Space Constraints

Limited space made it hard to manage crowds and expand offerings.

Lost Revenue

Large cloakroom blocked lucrative merchandise booth opportunities.

High Staffing Costs

Dedicated staff were required to manage the cloakroom throughout the entire length of a show.

Inefficient Manual Processes

Physical tickets and cash transactions led to slower operations, plus a higher risk of lost items.

A Smarter Solution

Discovery

Paradiso learned about Keynius from other successful venue implementations in the Netherlands.

Solution & Recommendation

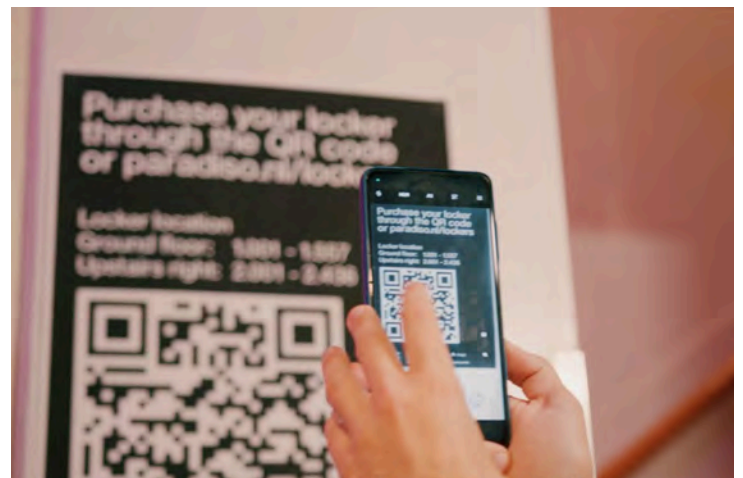
Keynius proposed a full-service, wired smart locker system vs. less sustainable battery locks.

Customization & Collaboration

Keynius developed custom features for Paradiso, including Crowd Management (location-based QR codes to find nearby lockers to reduce congestion), and a locker reservations module.

Why Keynius

Paradiso selected Keynius for its superior functionality, growth potential, connected solution capabilities, and the durability of wired lockers.



"The biggest advantage is the efficiency.

On a concert night, we can have up to 1,500 people entering the venue, often all in a very short time.

So if we can prevent people from waiting in line for a cloakroom, and people can serve themselves through a QR code - they can operate it, open it, and pay for it - it goes a lot faster.

Jacob Meijer

Manager at Paradiso

The Results: Enhanced Efficiency and New Revenue Streams



The implementation of 993 Keynius smart lockers transformed Paradiso's operations, leading to significant improvements in efficiency, guest experience, and revenue.

Self-service lockers drastically reduced reliance on staff, solved long queues, and freed up valuable space.

Paradiso repurposed some of the cloakroom space for merchandise sales, adding additional revenue.

Paradiso gained flexibility to implement dynamic pricing based on show length or guest type, increasing turnover.

Exit times for guests were reduced from one hour to just 15 minutes.

Conclusion

Keynius successfully transformed Paradiso's operational challenges into significant successes, providing a robust, self-service smart locker system that enhanced guest satisfaction and created new revenue streams. And as an investment, Paradiso had an incredible 2-month ROI payback period and has 18x their ROI, not including any new revenue from merchandise sales.

This partnership underscores Keynius' commitment to delivering tailored, high-quality solutions that drive real results in the live entertainment industry. The success at Paradiso has also led to other major venues like Tivoli, AFAS Live, and Ziggo Dome adopting Keynius.

Smart lockers for every solution

Contact us now to learn how Keynius can turn your storage problems into practical, profitable solutions.

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