

HOTEL LUGGAGE STORAGE CASE STUDY

IBIS HOTEL GENEVA

From Reception Bottleneck to 24/7 Self-Service

How smart lockers reduced reception pressure,
improved the guest journey and created
measurable return.



58%

AVERAGE
OCCUPANCY

Across the 29 smart
locker walls



380,000+

LOCKER USES

Recorded across all
locker transactions



29

SMART LOCKER
WALLS

Installed across
the property



6x

RETURN ON
INVESTMENT

After one year of
operation

SMART STORAGE. | BETTER OPERATIONS. | HAPPY GUESTS. | STRONGER RESULTS.

FROM MANUAL HANDLING TO SELF-SERVICE

Automation replaced repetitive manual handling with a 24/7 self-service locker experience.



380,000+

**LUGGAGE TRANSACTIONS
RECORDED ACROSS ALL LOCKERS
IN FIVE MONTHS**

LABOUR IMPROVEMENTS

- ✓ Less reception handling
- ✓ Reduced interruptions
- ✓ Less key management
- ✓ Fewer storage disputes
- ✓ Predictable daily operation
- ✓ Remote management

“

Reception teams were spending valuable time managing luggage rather than serving guests.

— IBIS HOTEL GENEVA

THE SELF-SERVICE JOURNEY

1



GUEST

Arrives at the hotel with luggage

2



STORES BAG

Chooses a locker and stores luggage

3



RECEIVES DIGITAL CREDENTIAL

Instant QR code via the Co-op Live app

4



COLLECTS INDEPENDENTLY

Returns and opens locker at any time

5



NO STAFF INVOLVEMENT

Fully automated end-to-end



THE COMMERCIAL OUTCOME

Reception teams focus on guests instead of luggage — improving service quality and driving operational efficiency.



AUTOMATION THAT DELIVERS FOR GUESTS, TEAMS AND THE BOTTOM LINE.



24/7 SERVICE



HIGH UTILISATION



MEASURABLE REVENUE



OPERATIONAL EXCELLENCE

FASTER GUEST JOURNEY

A seamless luggage experience that gives guests the freedom to enjoy their stay from the moment they arrive.



1 ARRIVE

Arrive at the hotel whenever you need to.

2 STORE LUGGAGE

Store your bags quickly and securely.

3 EXPLORE GENEVA

Enjoy your time hands-free.

4 RETURN

Come back when you're ready.

5 COLLECT

Retrieve your luggage in seconds.

6 CHECK-IN

Head to reception and check-in.

WHY GUESTS LOVE IT

- ✓ **NO WAITING**
Skip the queue and store your bags in seconds.
- ✓ **NO PAPER TICKETS**
Everything is digital — simple and secure.
- ✓ **AVAILABLE 24/7**
Store and collect anytime, day or night.
- ✓ **FOUR LOCKER SIZES**
M, L, XL and XXL to fit every bag.
- ✓ **DIGITAL PAYMENT**
Quick, secure and cashless.
- ✓ **INDEPENDENT SERVICE**
Total control of your luggage experience.

THE EXPERIENCE OUTCOME



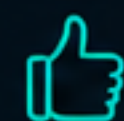
Guests spend less time **waiting** at reception and more time **enjoying** their stay.



HAPPIER GUESTS



MORE TIME TO EXPLORE



BETTER EXPERIENCE



MEMORABLE STAY



Smart lockers make the journey effortless — from arrival to check-in.

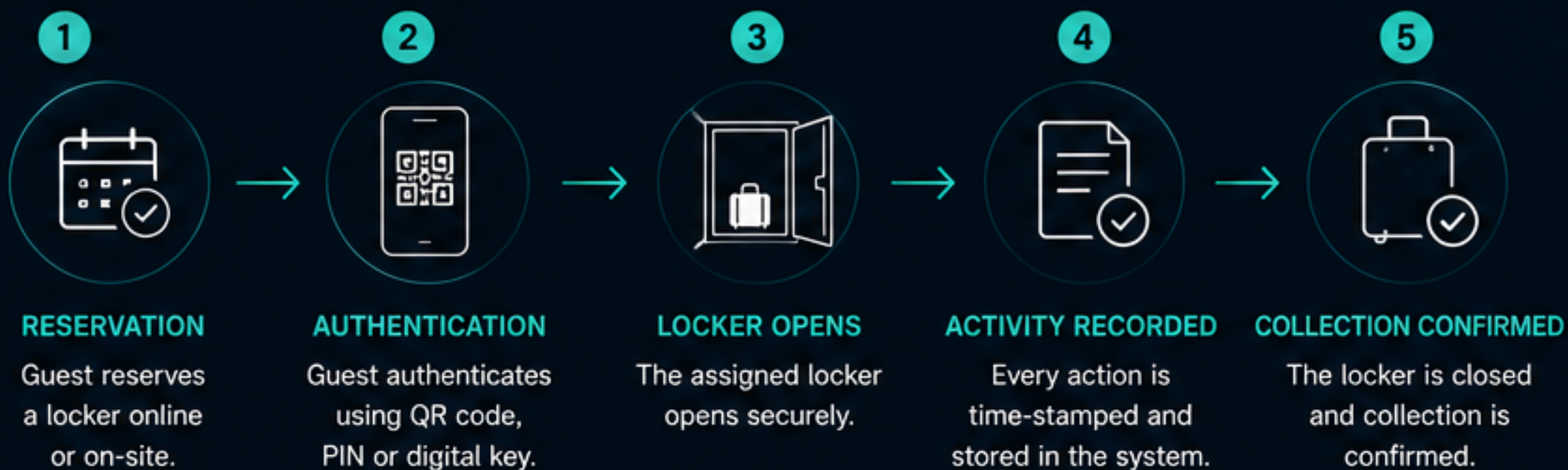


EVERY BAG. EVERY TRANSACTION. EVERY AUDIT TRAIL.

Smart lockers create a secure, digital chain of custody for every item stored.

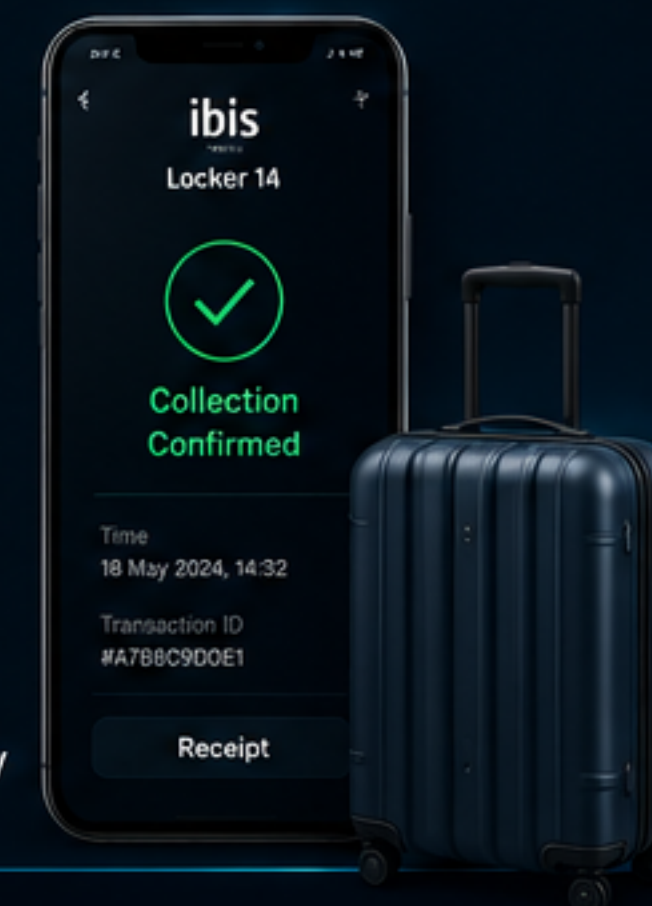


THE SECURITY WORKFLOW



KEY SECURITY BENEFITS

- ✓ Individual locker assignment
- ✓ Digital credentials for secure access
- ✓ Full audit trail of all activities
- ✓ Reduced disputes and lost-item claims
- ✓ Secure payment for every transaction
- ✓ Remote monitoring and real-time visibility

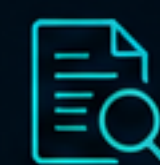


THE RESULT

**Controlled chain of custody
for every stored item.**



**SECURE
ACCESS**



**VERIFIABLE
RECORDS**



**REDUCED
DISPUTES**



**REAL-TIME
OVERSIGHT**

PREMIUM KPI DASHBOARD

Five months of performance. Measurable impact. Scalable success.



58%
AVERAGE
OCCUPANCY

Consistent year-round utilisation across all locker walls.



380,000+
LOCKER USES

Recorded luggage transactions in the first five months.



6x
RETURN ON
INVESTMENT

Achieved after one year of operation.

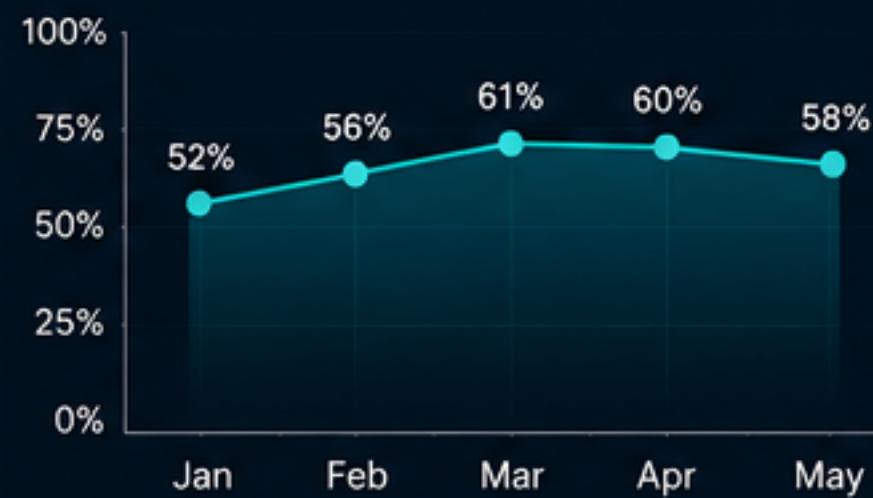


29
SMART LOCKER
WALLS

Installed across the property for maximum availability.

OCCUPANCY OVER TIME

Average occupancy rate (%)



Strong and stable utilisation across the first five months.

REVENUE GENERATED

Cumulative revenue (£)



Sustainable ancillary revenue growing every month.

LOCKER USES

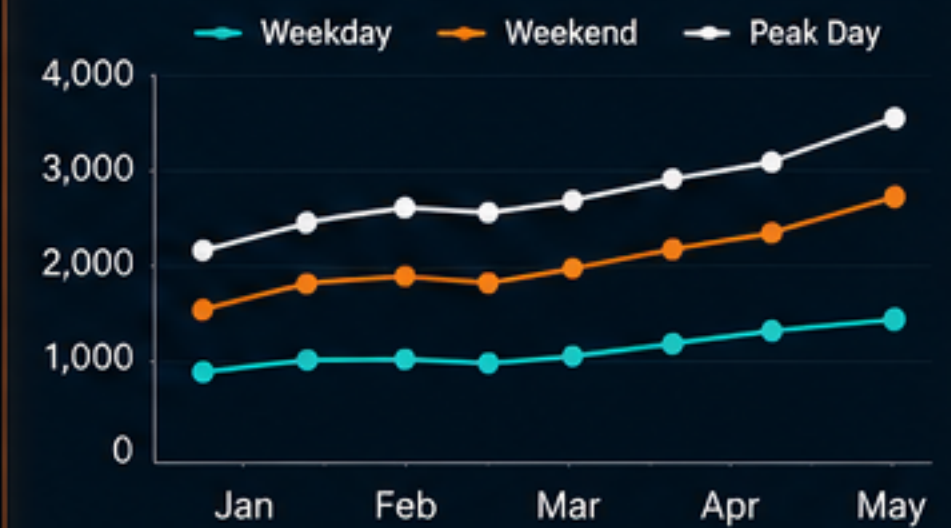
Monthly transactions



High and increasing usage month-on-month.

DEMAND SEASONALITY

Average daily transactions



Peak-day and weekend demand significantly higher.



**PERFORMANCE
HIGHLIGHT**

In just five months, Ibis Hotel Geneva's smart locker service delivered high utilisation, strong revenue growth and exceptional guest adoption — proving the value of **24/7 self-service**.



1,050+
AVERAGE TRANSACTIONS
PER MONTH

DATA DRIVEN. GUEST FOCUSED. REVENUE GENERATING.

THREE EFFICIENCIES. ONE SCALABLE HOTEL SERVICE.

Smart lockers transform operations, elevate the guest experience and deliver measurable commercial return.



LABOUR

Streamlined operations.
More time for guests.



- ✓ Reduced reception handling
- ✓ Fewer interruptions
- ✓ Less key and ticket management
- ✓ Predictable daily operation
- ✓ Remote oversight



CUSTOMER EXPERIENCE

Faster, easier and
available 24/7.



- ✓ No waiting or queues
- ✓ No paper tickets
- ✓ Available 24/7
- ✓ Four locker sizes for every bag
- ✓ Independent, contactless service



SECURITY

Controlled access.
Complete audit trail.



- ✓ Individual locker assignment
- ✓ Digital credentials
- ✓ Full audit trail of all activity
- ✓ Reduced disputes and loss
- ✓ Secure payments & monitoring



SCALABLE HOTEL SERVICE

Operational efficiency.
Guest delight.
Commercial success.



THE COMBINED BENEFITS



REDUCED RECEPTION WORKLOAD

Staff focus on high-value guest interactions.



BETTER GUEST SATISFACTION

Faster service and freedom to enjoy the stay.



ANCILLARY REVENUE

Profitable add-on service with high utilisation.



CONTINUOUS OPERATION

Available day and night, every day of the year.



DIGITAL MANAGEMENT

Real-time data, remote control and reporting.



SCALABLE ACROSS HOTEL PORTFOLIOS

Proven model that grows with your business.

“ Smart lockers deliver measurable efficiencies across people, process and performance — improving the guest experience while driving sustainable revenue for hotel operations. ”