

Europe's trendiest hotel takes a leap into the future with InnSpire?

InnSpire, a leading developer of information, communication and entertainment, plus sales and analytics (ICE +SA) software designed to provide hotels with a superior user experience while maximizing sales, announced today that the trendy hotel BLOOM! in Brussels becomes Europe's first hotel to implement InnSpire's new software solution which enhances the stay at BLOOM! through expanded features on any smart device everywhere, anytime within the hotel facility.

From the moment the guests enter the doors to BLOOM!, they are immersed with the powerful and uniquely consistent brand-experience supporting and enhancing the BLOOM! brand experience. Through any device of choice, regardless if it is through the guest's own iPhone, iPad, Android-device, laptop or the TV in the room ? guests are able to access blogs, social media, dining-suggestions, music, and much more of what the hotel has to offer to its guests.

Jan Henningsen, General Manager of BLOOM! says,

"We are very excited to bring our complete brand experience to the digital world. Using InnSpire's software, we aim to serve our guests better, by being able to present better and more relevant offers, while we offer top-class entertainment and communications in terms of Facebook, Youtube, Spotify, TV, music and much more, across all the devices. The future is really in our hands now!"

The InnSpire software is light, easy to install, and is a seamless solution that allows hotel guests to access information, entertainment, social media, music, movies, games, and even purchase items from the hotel, such as food from the restaurants, drinks from the bars, gifts, order laundry, and much more ? all using their own mobile device, or the TV in their room. InnSpire's philosophy is that the whole experience should be "app-less", meaning that nothing has to be installed or downloaded by the guests to use it. Guests just log on to the WiFi and off they go.

"We are consistently working to achieve a unique brand-experience throughout the entire hotel, and all our communication channels. With InnSpire we have been able to bring this brand experience to the mobile devices and the tablets that guests nowadays use more than just the TV in the room. The result is above and beyond what we expected, and our brand now truly comes to life across all platforms!"

said Margot Muys, Brand manager of Hotel BLOOM!

Martin Chevalley, CEO and Co-founder of InnSpire, adds

"It is an honor for InnSpire to be selected by BLOOM! as the new ICE +SA vendor. We have validated that the InnSpire solution provides hotels with substantial benefits and this deployment is one important step in supporting InnSpire's goal of becoming the default ICE and ICE +SA solution for the hotel market. It is not only a recognition of InnSpire but also of the overall importance of an ICE +SA solution that is connected with the guest anywhere, anytime within the hotel facility and how that enhances the guest experience."

About hotel BLOOM!

Hotel BLOOM! is a unique hotel in the heart of Brussels where no two rooms are alike. Each light-filled room is decorated with a unique hand painted fresco created by a young European artist. You can pick a room to your own taste. From sober to crazy: the choice is all yours. For more information and to book, visit www.hotelbloom.com.

To download the press release images in high resolution, [Click here](#).