

 Cashless Payments

# The Cashless Quicksheet

Open Loop, Closed Loop and the Hybrid model.



As events move away from handling cash, organisers are often forced to choose which cashless system to adopt. And making the right choice depends on your event duration, audience, and operational goals.

Here is a breakdown of the three main approaches: **Open Loop, Closed Loop, and the Hybrid Model.**

### 1. Open Loop systems

An Open Loop system accepts standard payment methods directly at the bar or food truck. Visitors pay using their own debit/credit cards or mobile wallets (Apple Pay, Google Pay), just as they would in a high street shop.

#### Key benefits



##### Familiarity

Visitors trust and understand this method instantly.



##### No apps, accounts, wristbands

Bezoekers hoeven geen app te downloaden, account aan te maken of saldo op te laden. Ze gebruiken gewoon de betaalmethode die ze al bij zich hebben.



##### Lower operational setup

You don't need to manage top-up stations, distribute wristbands at the entrance, or refund balances after the event.



## 2. Closed Loop systems

A Closed Loop system functions within your event's own economy. Visitors top up a dedicated wristband or event card (RFID) with credit, which they use to pay for everything on-site.

### Key benefits



#### Maximum speed

Transactions are lightning-fast (often 1-2 seconds) because they don't rely on external banking authorisations for each sale.



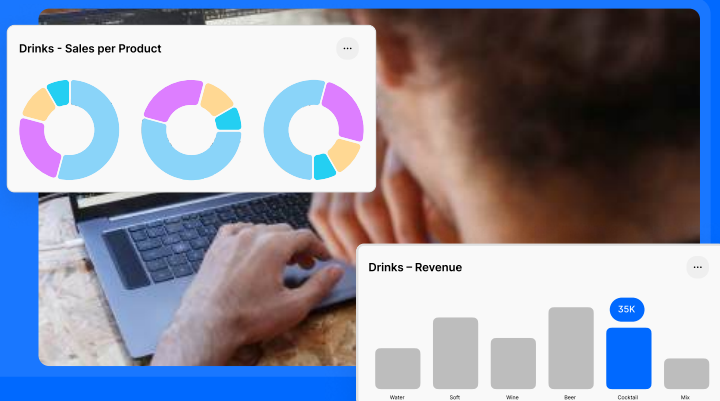
#### Increased spend

Studies show visitors spend more when using event credit rather than seeing direct bank deductions. It removes the psychological "pain of paying."



#### Rich data & marketing

Because every transaction is linked to a specific user account, you gain incredible insight into spending behaviour. You can link this to ticketing data for targeted marketing and sponsorship deals, as well as for on-site logistics decisions.



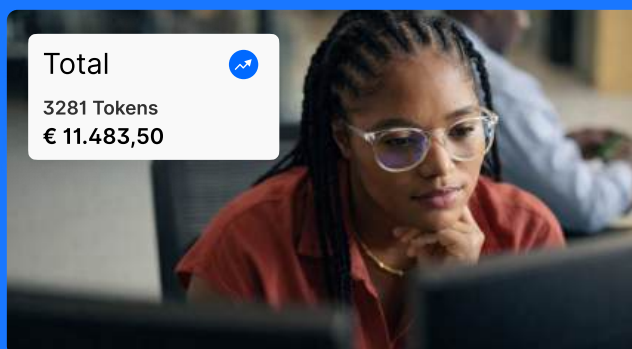
#### Offline reliability

The system is incredibly robust; payments can often continue even if the internet connection drops temporarily.



#### Pre-event revenue

You can secure revenue weeks in advance by encouraging online top-ups before the gates even open.



### 3. The hybrid model

The **Hybrid Model** is the bridge between the old and the new. It retains the physical tokens that many long-running events and guests love, but combines them with digital registration at the Point of Sale (POS).

**How it works:** Guests buy and pay with physical tokens (coins). However, bar staff register every order on a digital terminal (mobile or fixed) rather than just taking the token.

#### Key benefits



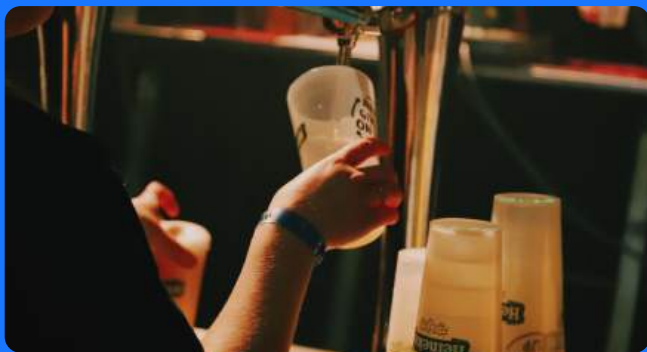
##### Real-time insights

Unlike traditional token systems, where you are flying blind until the event ends, this gives you live insights into revenue per bar and product. You can also redeploy staff or restock items instantly based on live data.



##### VAT & financial control

The system automatically differentiates VAT rates (e.g., separating high-rate alcohol from low-rate/exempt hard cups), ensuring accurate tax compliance without manual calculations.



##### Staff support

The terminal handles the maths. This is critical for modern events where untrained staff must calculate complex orders involving mandatory eco-cup deposits and returns. It prevents mental arithmetic errors and speeds up service.



##### Fraud prevention

Every token is digitally linked to a transaction. This creates a clear audit trail, preventing theft and the distribution of free drinks to friends, which are both common in purely analogue token setups.

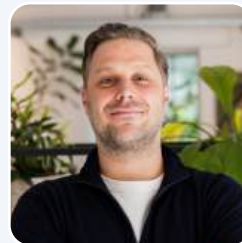
Best for: **Events that want the professional insights and financial control of a digital system but are not yet ready (or willing) to force their audience into a fully cashless environment.**

**Summary: Which should you choose?**

| Feature             | Open Loop                   | Closed Loop                    | Hybrid model                      |
|---------------------|-----------------------------|--------------------------------|-----------------------------------|
| Payment Method      | Bank Card / Phone           | RFID Wristband                 | Physical Token                    |
| Setup Complexity    | Low                         | High<br>Top-up stations needed | Medium<br>Tokens + Terminals      |
| Data Insight        | Medium                      | High<br>User-specific          | High<br>Operational               |
| Internet Dependency | High                        | Medium<br>Offline capable      | Low<br>Data syncs later if needed |
| Primary Advantage   | Convenience for the visitor | Revenue maximisation & data    | Control & staff support           |

**Get in touch!**

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