



Horwath HTL

Hotel, Tourism and Leisure

INDUSTRY REPORT

QR Codes in the Hospitality Industry

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Open the camera on your smartphone.
Point camera at the QR code below.
Tap the pop-up notification...



See how simple it was to get to the article and to use a QR code?

Things are very different in the hospitality industry as a result of the pandemic. Not only are we dealing with social distancing, masks and new cleaning protocols, the thought of physical contact with handouts, menus and directories is a concern to many of our guests.

Previously there was a plethora of printed material used as handouts to the guests in the lobby, at check-in and in guest rooms. Given the reluctance of guests to handle these items and the technology available to us today, most of this can now be shared through the use of QR codes and the guests' personal phones and/or tablets.

It is surprisingly simple to create QR codes, link them to PDF documents and share the information with the guests. Whilst there are a number of apps to create a QR code, we found that www.qr-code-generator.com was very user friendly and intuitive to use. Once a QR code is created and a PDF document is linked you can update the documents without having to create a new QR code.

How QR codes can be used:

- Guest Room Information**
 The most obvious example is the guest room directory. It is an individual decision whether you want to include all the information in one document or if you want to separate the directory information from the room service menu, the television channel lineup and safety protocols. On one hand it would be a lot of information on one's phone or tablet, but on the other hand you want to avoid having too many QR codes displayed in the guest room.
- Restaurant Menus**
 Many restaurants, both inside hotels as well as freestanding, have resorted to using QR codes on the tables which, when scanned, go directly to the menu. As mentioned earlier, the fact that you can update the document without having to create a new QR code, gives you a lot of additional flexibility with your menu offerings.
- Bounce-back Offers**
 In one hotel, for which we provide asset management services, we created a bounce-back document in order for guests to make future reservations directly with the hotel rather than using OTAs for their reservations. The QR code was affixed to the front desk and upon check out the guests could scan the code and use the link for future reservations and get a 10% discount on the BAR rates. Given the fact that, when used, the OTA commission was avoided, this made good financial sense for the hotel. In order to avoid having the guests using the code at check in, we including the requirement that reservations needed to be made a minimum of 24 hours ahead of arrival.
- Welcome Centers**
 Travelers are also reluctant to take brochures and documents from the welcome centers. The display of a flier which includes a QR code at the welcome center eliminates the need for the travelers to touch paper. An added benefit to using this process is that you do not run out of materials.

These are just a few examples of how to use QR codes in the promotion of your business and sharing information with guests. The codes and documents are simple to create, flexible to update and it saves money in printing expenses.

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Boudewijn “Bo” Laterveer, a consultant to the Atlanta office, is a 40-year veteran of the hospitality industry. His background within the industry is all encompassing, with extensive experience in hotel operations, both at hotel level as well as on multi-unit operations level.

Bo was born and raised in the Netherlands and came to the United States after graduating from Hotel School and completing several years in middle management positions in Europe. Following his close to 30 years as a general manager and multi-unit manager with a number of hotel management companies and most recently with Marriott International, Bo spent ten years as Senior Vice President of AAA Parking, overseeing valet parking operations in hotels from Florida to New York and California to Georgia.

Bo has always been actively involved in the Georgia Hotel and Lodging Association, where he was on the Executive Committee, the Board of Directors and headed up the governmental affairs committee for over 15 years and the Atlanta Hotel Council over which he presided for two, two-year terms.

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Our clients choose us because we have earned a reputation for impartial advice that will often mean the difference between failure and success. Each project we help is different, so we need all of the experience we have gained over our 100-year history.

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