

Practical Applications for Accessible QR Codes in Hospitality Venues to Support Inclusion

Benefits of Implementing Accessible QR Codes

- **Increased Independence for Vision Impaired Guests**

Empowers guests to explore and interact with the venue space and information independently.

- **Faster Navigation for All Users**

Reduces confusion and streamlines movement through the venue space.

- **Multilingual and Inclusive**

Transcends language barriers with easy access to information, aiding both international guests and neurodivergent visitors.

- **Enhanced Safety and Emergency Readiness**

Ensures vital information (e.g. emergency exits) is accessible to all, especially in urgent situations.

Where to Place QR Codes for Maximum Accessibility and Impact

Navigation & Wayfinding

Accessible QR codes like NaviLens can dramatically improve how guests navigate hospitality spaces, particularly for those with visual or cognitive impairments.

- **Floor Plans and Building Layouts**
 - Place codes at entrances, lifts, and stairwells to provide floor plans or venue maps.
 - Allow guests to identify key areas such as the bar, tills, toilets, evacuation points, and exits.
- **Signage at the Entrance**
 - Codes displaying opening hours, Wi-Fi details, etc.
- **Table and Service Area Wayfinding**
 - Codes guiding customers to the correct area: order point, collection counter, seating.

Information Sharing

Accessible QR codes can also deliver detailed, useful information in inclusive formats, enhancing both usability and engagement.

Use Cases:

- **Restrooms (Toilet Signs)**
 - Codes on restroom doors clearly identifying gender, accessibility (e.g., “Accessible Toilet”), or baby-changing facilities.
 - Codes providing interior layout descriptions: location of sink, handrails, toilet, steps, or door types.
- **Special Offers and Events**
 - Information about upcoming events, live music, seasonal specials, or daily and themed menus.
- **Brand Story and Sustainability Info**
 - Share your business’ mission, sourcing practices, sustainability efforts, or community partnerships.