



Where hospitality outperforms

- **Guests want to scan; you don't have to convince them.** People in a hotel or restaurant are actively seeking information: menus, Wi-Fi, and services. Scanning isn't an interruption; it's a utility.
- **One QR Code program, hundreds of properties.** Chains deploy standardized QR Code programs across locations, generating consistent volume in environments guests move through repeatedly.

Where hospitality can level up

- **Direct channel shifts.** Cut OTA commissions (15–30% savings) with QR Code-linked bookings and loyalty opt-ins, turning one-timers into repeats for higher LTV.
- **Let staff do hospitality, not logistics.** Use dynamic QR Codes to push promotions and seasonal offers across locations without any reprints, delays, or inconsistencies. Free the front line for moments that build loyalty.

Interesting use cases: Hospitality

A global fast-food chain added QR Codes to its packaging to drive app downloads right after purchase. By placing the code at the moment customers were most satisfied, the brand turned happy diners into repeat app users and loyalty members.



A sushi food service company partnered with a specialty foods brand to share curated pairing recipes through QR Codes placed on fresh sushi packaging. By enhancing the at-home meal, the company extended the in-store experience beyond checkout, encouraged repeat purchases, and captured customer sign-ups.

