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Tech Impact Report

Hoteliers move to QR code use amid pandemic

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Hotels around the globe have implemented the use of QR codes on property to offer contactless menus and hotel information, and sources said they plan to continue using them even after the pandemic.

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GLOBAL REPORT—To keep guests safe and person-to-person contact at a minimum, hotels have turned to using QR codes to display menu items and more around property.

Lisa Carlson, SVP of operations at Chesapeake Hospitality, said via email that her company started using QR codes on property because of the pandemic. Carlson has found it to be "an excellent tool to eliminate paper for restaurant menus and other guest service information that we no longer print," she said.

Chesapeake creates QR codes through an online code generator "that is fully customizable with our brand colors, company logo, scan statistics and more," she said.

It helps that the process isn't complicated.

"Creating the QR code is as simple as customizing it with our brand colors and logo, and linking it to a landing page, website or PDF," she said. "Implementing QR codes for our hotels is a great way to engage our guests leading up to and throughout their stay. The code can be used to direct guests to additional services, safety procedures throughout the hotel, menus, etc., (and) the QR code allows us to engage with our guests and distribute information in an efficient

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and safe manner."

Cayuga Collection
Hans Pfister, co-owner and president of Cayuga Collection, said via email that his company also implemented QR codes amid the pandemic because "we did not feel comfortable handing menus to guests."

"We were discussing chalk boards, but this is more practical (and) the response has been super positive," he said.

Cayuga is currently only using QR codes for restaurant menus, but is working on implementing them for spa menus, activities and tour books, he said.

Pfister added that QR codes will continue to be used after the pandemic because they are more sustainable, efficient and practical for the operation.

"We have no plans to go back to printed menus in the short term," he said.

Anantara The Palm Dubai Resort
At Anantara The Palm Dubai Resort, in Dubai, United Arab Emirates, QR codes are currently created using an authorized website by the hotel's in-house marketing team for restaurant menus, leisure activities pricing list, the guest service directory and spa menu, said Farah Sarieddine, director of marketing and communications, via email.

The Anantara brand has partnered with a third-party company that will continue to create QR codes in the future, she said.

The Anantara The Palm Dubai Resort also implemented QR codes as a result of the pandemic to reduce the use of printed materials to "avoid multiple hands getting on the same surface," she said.

Sarieddine added that the hotel has a process for creating and implementing QR codes.

"Firstly, the menus are finalized and approved by both (the food and beverage) and marketing departments," she said. "The menu is then uploaded onto Anantara.com. A tracking link is created that lands to the respective menu (and) the link is then stitched to the QR code design and it is then ready to be used."

QR codes are currently used on property but will be "uploaded onto the upcoming mobile app in the future," she said.

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