

USING QR CODES

for your
hospitality
business

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Whilst very common for a number of years across Asia, in the UK QR codes were often viewed as a gimmick, but that was before the times of covid-19. Now the British public are familiar with QR codes and businesses like yours are unlocking their power!

A NEW LIFE

for QR Codes

I first started using QR codes in around 2008 in a pub/restaurant I ran.

I thought they were a great, creative way to get my customers to engage with my events and menu.

The response was ... cool at best, so why?

Well, I wasn't necessarily wrong, QR codes *were* a great way to engage my customers, but there were issues.

1. Firstly, not everyone had a smartphone. Some had no mobile and others had an old model.
2. QR codes needed the user to be online. I was in a rural location with patchy internet in the pub.
3. Back then QR codes needed an app to read them, most people didn't have this app.
4. Not that many people knew what the strange black and white boxes even *were!*

So what has changed?

Smartphone ownership from adults in the UK has risen considerably!



also, for a number of years, a strong WIFI connection in a pub has gone from being a nice bonus, to a must have!



A NEW LIFE

for QR Codes

A great change to the use of QR codes has been smartphones getting increasingly smart.

In 2008, even if you did have the right phone, you had to go to your app store, find a decent QR reader, download and install it, and *then* aim it at the QR code. Bit of a hassle.

Now, modern smartphones have the QR reader built into their camera, so opening a QR link is considerably quicker than loading up your browser and typing in a web address. Just open your camera and click when prompted.

QR CODES, AND THE BIG PLAYERS

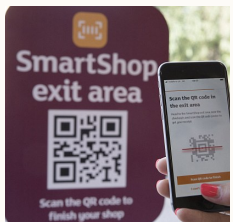
QR codes are not a niche novelty anymore, obviously we've all seen NHS QR codes, but big media are using them more and more now.



Snapchat's 'Snapcodes' work in the same way as QR codes, but branded with Snapchat's logo. Users can send and scan Snapcodes that add new friends, unlock Filters and Lenses, link to websites, connect to exclusive content etc.



Amazon's 'Smilecodes' are another branded QR code that allow users to scan them and access discounts and other offers.



Sainsburys use QR codes as part of their SmartShop shopping option.



You can even share songs from Spotify using QR code technology, try scanning this one.

Just open your Spotify app, go to the search bar, hit the camera icon and aim your phone!

MAKING QR CODES WORK

for you and your business

A modern pub, bar, restaurant or hotel will have a website and probably at least one or two social media accounts. However, even in 2021 there is still a place for physical marketing and information.

Everything from A-Boards, table tents, flyers or even customised beermats can all be used to make sure that your customers have something they can physically interact with.

A photograph of a sign referencing a band on this weekend, might never be seen again. A flyer with that information in a pocket, will be found next time the trousers' owner puts their hand in their pocket.

Now imagine a QR code linking to a Spotify song from that band, or a YouTube video from the great night last time they played at your venue! Now you're doing something special. Take a look at this example from real band 'DC Blues'

QR Codes used to be seen as a way to link to a website. They are able to do so much more.

- Email
- Text
- E-Business Card
- Map Location
- Link to your social media
- Sign in to your WiFi
- Put an event in user's diary



USING QR CODES

for your hospitality business

So, now we've looked at why QR codes have made such a dramatic comeback, it is time to look at some ideas of how you can creatively use QR codes in *your* hospitality business.

On the last page I listed a range of things a QR code can do, so I'll now show you an example of how this can work in practical terms for hospitality.

Try the QR codes in these examples, they all work!

A QR to add a date in a diary would work for all events. From something like this to sporting fixtures for example.

A large number of people use their phones as their diaries, this way the event they are interested in can't be forgotten weeks later.

Dog and Duck

High St

Toytown TY1 3TN

01165 891 556

www.dogNduck.com



Salsa Night

**Friday 20th
August
from 8pm**

**FREE Salsa
lessons from
Toytown's
leading Salsa
Dancer, Maria
Smith**

**Scan to add the date
to your diary!**



USING QR CODES

for your hospitality business

Kings Arms Hotel

APPLETON RD, NEAR YORK.
01904 262 547

QUALITY ★★★★★
ACCOMMODATION
AND FOOD SERVED
ALL DAY FROM 10AM

SCAN TO FIND OUR
HIDDEN GEM



Hotels and pubs with rooms often find business cards in tourist spots are picked up by those looking for local accommodation. This also is an idea for those serving food, particularly all day which is ideal for tourists.

Welcome to The Kings Arms Hotel

TO LOG INTO OUR **FREE** WIFI JUST OPEN
YOUR CAMERA AND SCAN THE CODE

ONCE YOU'RE LOGGED IN, WHY NOT
CHECK OUT OUR FACEBOOK PAGE



How about a card for when new customers want the WiFi code. Give them the code and encourage them to keep in touch.



Beaujolais Nouveau '21

THURSDAY 18TH NOVEMBER

An exclusive evening to sample this year's vin de primeur with TV's Kelly D'Boose from Ch5's "Booze with D'Boose".

Ticket numbers are strictly limited and only available by requesting a call back from our bar manager.

Please scan to text your interest and you will receive a call back*

KINGS ARMS HOTEL

APPLETON RD, NEAR YORK.
01904 262 547



- This is obviously a silly thing to do, but demonstrates the QR code

Aside from the simple QR code that links to a website, the most commonly used is probably the ability to have a user contact you. This can be through email, phone or text message. Just as in this example.

The key with all of these QR codes is the 'call to action'. By this I mean taking an intent, and turning it into an action. Going from "I am interested in this" to "I want to actively engage with this".

OK, so we've looked at the range of ways QR codes can work for your hospitality business ... so how do you get started?



USING QR CODES

How to get started ...

There are a number of ways to create QR codes and a wide range of websites that will allow you to create and customise QR codes for FREE.

In creating this guide I used [QRcodemonkey.com](https://www.qrmonkeys.com)
But there are a range of sites available.

Many great sites allow you to create QR codes FREE of charge.
Some do require you to pay if you want more advanced functions such as customised business logos or tracking of the code's use.

So, next time you're able to play host to an event, harness the power of QR codes for a great, FREE way to interact with potential customers.

Need help?

At Roslyns, it's what we do.

Get in touch through our website or ...
... try this QR code!

