

One High-ROI Accessibility Improvement for Hospitality

Use QR Codes to Deliver Accessible Information

Create one QR code that links guests to multiple formats:

- ASL + captioned videos
- Audio descriptions for blind/low vision guests
- Plain text information

This gives every guest immediate, independent access to key information.

Why It Matters (ROI)

- **Increase Bookings:** Guests can confidently choose your business before arrival.
- **Higher Guest Spending:** Clear menus and services lead to more purchases.
- **Operational Efficiency:** Reduces repetitive staff explanations.
- **Stronger Reputation:** Builds loyalty and word-of-mouth.

Where to Use QR Codes

- Entrance – how to access the space
- Tables/menus – menu descriptions (audio + video)
- Guest rooms – amenities and instructions
- Front desk – what to expect during your stay

Cost vs Return

Low-cost, one-time creation of videos and audio.
Reusable across website, social media, and on-site.

Result: Increased revenue without adding staff or space.

Bottom Line: *One QR code can turn information into access—and access into revenue.*