

QR Codes in Tourism: From Data to Impact - Camp Menina Case Study

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This session introduces practical digital solutions for sustainable tourism, focusing on how simple tools like QR codes can create meaningful impact. Through the case study of Camp Menina, participants will discover how technology can enhance visitor engagement, reduce overcrowding, and promote responsible travel. Drawing on the experience of Klemen Furlan, founder of Hopguides and Director of Giro Car Share, the session explores how AI-powered digital guides and data-driven itineraries help destinations balance innovation, local storytelling, and sustainability.

Presentation script (introduction, objectives...conclusion)

Introduction

My name is Klemen, and I'm from Slovenia. We're very hands-on with the things that were mentioned during the previous presentation, and today I'm here to share a very practical example that we're developing together with Camp Menina — a large campsite located in the mountain region of Slovenia.

I think it's a great example of what can be achieved when two well-aligned partners work together. I'll try to present this as clearly and quickly as possible — so let's just start.

Our main goal was to answer one simple question: how do we teach sustainability without being boring, preachy, or annoying?

Traditionally, camps or accommodations use printed signs, reception staff explaining rules, or emails that nobody really reads. What we're trying to do with Camp Menina is to replace that with storytelling — creating an engaging narrative that educates guests in a fun, interactive, and multilingual way.

We also want to make sustainability learning engaging through gamification, where visitors can earn points or digital badges as incentives to learn about the camp's rules and environmental values.

Objectives

Camp Menina is an ideal case study for this approach because it's surrounded by nature, cultural heritage, and offers hotel-like services such as accommodation, food, and experiences. Our goal is to achieve:

- 45% more guest engagement,
- 35% improvement in satisfaction, and
- measurable progress in areas such as sustainability awareness and community respect.

To do that, we've created seven video scenarios that address the campsite's main sustainability challenges:

1. Water conservation
2. Waste separation and recycling
3. Responsible behavior and community respect
4. Quiet hours and peace in the camp
5. Food waste reduction
6. Clean-up practices
7. Fire safety

Each video scenario is accessible via QR codes placed strategically around the campsite. Guests can scan them to watch short, multilingual videos explaining good practices through the camp's mascot — in a fun and relatable way.

Using QR codes gives us great flexibility:

- They eliminate the need for printed translations.
- The content can be easily updated without changing the posters.
- Guests can access the information in their own language — for Camp Menina, that includes Slovenian, German, Italian, and English, which already covers around 90% of visitors.

Gamification adds another layer of engagement: visitors who complete the learning activities and collect digital badges can earn discounts for their next stay — so the camp benefits from better-educated guests and higher loyalty.

This approach supports responsible and diversified tourism by:

- Reducing waste and promoting community engagement,
- Sharing local stories in multiple languages,
- Encouraging ethical behavior and low-carbon mobility,
- Supporting under-visited rural areas like Menina,
- Providing year-round digital content even beyond the high season.

According to industry benchmarks, we expect:

- 45% more engagement,
- Better guest behavior and sustainability actions,
- More repeat visitors, and
- Improved satisfaction thanks to better education and smoother communication.

QR codes have already proven effective in similar environments — for example, museums report 45% more engagement, and hotels see 46% higher satisfaction when using QR-based information tools.

Conclusion

In summary, this project shows how a simple and affordable digital tool — the QR code — can create a measurable impact in sustainability education and visitor experience.

We expect a strong return on investment, with savings of around 50 staff hours per year, reduced translation and printing costs, and a payback period of less than 12 months.

We're currently in Phase 2 — production, and plan to deploy the full system in Q1 2026, ready for the next tourism season. After that, we'll monitor the results and share the outcomes.

We're very excited about this collaboration with Camp Menina. It's our first project of this kind for a campsite, after successful implementations in museums and municipalities — and the results so far look very promising.

