

Tai Kwun

Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026



QR codes in use: Tai Kwun

Tai Kwun — The Living Museum Runs on Scans

A UNESCO-recognised heritage site in the heart of Hong Kong has built one of the most complete QR-native visitor journeys on record — tickets, 3D tours, audio-visual installations, and feedback, all running through one dynamic code estate.

AT A GLANCE	
Industry	Arts, culture & heritage
Country	Hong Kong
Platform since	2021
QR codes created	~9,600 (dynamic, Dynamic URL-dominant)
2025 scans	~2,143,000 across full-year 2025 (365 active days); peak March (~356,000)
Primary use case	Full visitor journey: ticketing, in-gallery content, wayfinding, feedback
Content type mix	Dynamic URL codes routing to the venue's own site/app plus ticketing, 3D-tour, forms, and social destinations

The context

Tai Kwun — Centre for Heritage and Arts occupies the former Central Police Station compound in Central, Hong Kong: three Declared Monuments, revitalised through a partnership between The Hong

Kong Jockey Club and the HKSAR Government, and winner of the Award of Excellence in the 2019 UNESCO Asia-Pacific Awards for Cultural Heritage Conservation — the programme's highest honour. Since opening in 2018 it has hosted thousands of exhibitions, performances, and events, and by 2025 had welcomed more than 20 million visits.

Tai Kwun's operating problem is unusual. It runs a constantly rotating programme — contemporary art exhibitions, heritage storytelling, circus seasons, talks — for a multilingual local and tourist audience, inside historic buildings where conservation rules constrain what can be permanently fixed to walls. Printed signage goes stale the day a show closes; protected monuments cannot be re-drilled each season. The venue has invested heavily in digital infrastructure to square this circle — it has publicly documented building a customer data platform on AWS to unify visitor data and drive repeat visits.

That's the context in which a QR estate becomes load-bearing: a small printed square that never changes, pointing at content that changes constantly.

The QR strategy

Platform data shows a Dynamic URL estate of roughly 9,600 codes, operated since 2021 by the venue's marketing function, routing primarily to Tai Kwun's own web and app properties. Around that core, the destination mix reads like a map of the entire visitor journey, at the category level:

- **Pre-visit and ticketing:** Klook, art-mate, and URB-TIX — Hong Kong's mainstream consumer and performing-arts ticketing channels.
- **In-gallery content:** Matterport 3D walkthroughs and video platforms, giving physical installations a digital layer.
- **Audience research and feedback:** Google Forms, Microsoft Forms, JotForm, and a specialist audience-research platform.
- **Community and social:** WeChat, Instagram, and Facebook — covering both the Greater Bay Area and international visitor bases — plus app-store links.

This breadth is the distinguishing feature. Most high-volume QR accounts on the platform serve one use case at scale; Tai Kwun's destination shape suggests QR is the connective tissue across every stage — discover, book, experience, respond. Because the codes are dynamic, a code etched into durable signage in a protected building can be repointed each season without touching the fabric of the monument. The data shows a programme, not a campaign: multi-year, centrally managed, spanning dozens of touchpoints across one physical estate.

The numbers

Over two million scans in 2025 from one city block. The estate peaked at roughly 356,000 scans in March — the height of Hong Kong's spring cultural season — with every day of the year recording activity.

- **Scale within the platform:** this account ranks inside QRStuff's top 10 by scan volume out of 12,751 active clients in 2025 — a cohort that together generates 23.7% of all platform scans. A single cultural venue operating at the volume tier of national-scale deployments.
- **Against the benchmark:** the median ever-scanned Dynamic URL code earns 7 scans in its first year; the top 10% earn 120+. An estate of roughly 9,600 codes sustaining over two million annual scans implies a portfolio dense with codes performing at or beyond the platform's top decile.
- **Portfolio age:** the account has been active since 2021. Platform-wide, the half-life of a registered

user's dynamic code from the 2024 cohort is 13 months; a 2021-vintage estate still producing top-10 scan volume in 2025 sits far beyond the platform median lifespan (a selection effect: well-governed estates persist, and persistence doesn't come from registration alone).

- **Engagement vs footfall:** against publicly reported cumulative visitation of more than 20 million visits, over two million annual scans indicates that scanning is a mainstream visitor behaviour at Tai Kwun, not a niche experiment. Conversion to tickets or repeat visits is not measured by QRStuff and would require the venue's own data.
- **Seasonality:** the March peak aligns with Hong Kong's spring cultural calendar, and the June dip with the quieter summer period. Both patterns are consistent with programming-led rather than purely tourist-led demand.

What this tells the industry

Cultural institutions usually treat QR as exhibition furniture — a label-by-label afterthought. Tai Kwun's data shows the alternative: treat the QR estate as venue infrastructure, owned centrally, spanning the entire journey, and built on dynamic codes so the physical layer survives programming changes. The payoff visible in the data is longevity and volume at once — the two properties campaign-thinking never delivers together.

For a CMO or head of digital, the transferable lesson is about physically constrained environments. Anywhere print is expensive, slow, or — as in a Declared Monument — simply not allowed to change, dynamic QR converts a fixed physical asset into a programmable channel. The heritage context makes Tai Kwun the extreme proof: the buildings are from the 1860s; the content behind their signage can change by the week.

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"Our buildings are protected monuments — we can't keep changing the signage. Dynamic QR codes let the physical site stay still while the experience keeps moving: every exhibition, tour, and ticket runs through codes we can repoint in minutes."

— [Title], Tai Kwun

Looking ahead

The next stage for venue-scale QR is context-aware routing: the same code resolving differently by language, time of day, or what is currently showing in that gallery — turning wayfinding into a personalised concierge layer. With its unified customer data platform already in place, Tai Kwun is unusually well positioned to close the loop between the scan (anonymous, in-gallery) and the relationship (a known, returning visitor). Across the cultural sector, expect the Tai Kwun pattern — one estate, every touchpoint, dynamic by default — to become the reference architecture.

Platform figures are QRStuff internal measurements (scans: full-year 2025 window; benchmarks: registered-account cohort, dynamic codes created 2024 H1). Company background is from public sources (taikwun.hk, SCMP, HK Development Bureau, AWS case study). Visitor conversion and per-exhibition outcomes are not measured by QRStuff. Destination reporting is at domain/category level only.

Permission and Approval

What you are being asked to review

QRStuff (qrstuff.com), operated by QR Code Generator Inc., has prepared this case study as part of **The QRStuff State of QR Codes Report 2026** — a free market-facing industry report built from QRStuff's first-party platform data.

This document contains a draft profile of **Tai Kwun** drawn from:

- **QRStuff platform measurements** — aggregate code creation and scan data at domain/category level only. No raw URLs, personal data, or account credentials are included or will be published.
- **Publicly available sources** — company website, press releases, and industry coverage, cited in the case study footer.

The draft quote marked [QUOTE PLACEHOLDER — DRAFT ONLY] is **entirely fictional** and has not been said by anyone at your organisation. It will be removed or replaced with an approved quote from your team before publication.

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