

# Valet Tickets

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Case Study Draft

The QRStuff State of QR Codes Report 2026

June 2026



QR codes in use: Valet Tickets

## ValetTickets.com — Twelve Years, One Million Codes

The largest living QR code estate in QRStuff's sixteen-year history does not belong to a tech giant or a global agency — it is a Rhode Island ticket printer that has quietly generated over a million codes to put scan-based vehicle tracking on America's valet stands.

### AT A GLANCE

|                         |                                                                                                 |
|-------------------------|-------------------------------------------------------------------------------------------------|
| <b>Industry</b>         | Specialty print manufacturing (parking & hospitality)                                           |
| <b>Country</b>          | United States                                                                                   |
| <b>Platform since</b>   | 2012                                                                                            |
| <b>QR codes created</b> | ~1.08 million (all-time, none deleted) — the largest live single-account estate on the platform |
| <b>Monthly scans</b>    | Not applicable — codes are static; scanning occurs in customers' own valet systems              |
| <b>Primary use case</b> | Unique print-ready codes for QR/barcode valet tickets                                           |
| <b>Content type mix</b> | Batch-generated static codes (email-message and plain-text payloads); minimal Dynamic URL       |

## The context

ValetTickets.com has manufactured valet parking tickets since 1989 — more than 35 years supplying parking operators, hotels, restaurants, casinos, hospitals, and event venues across the United States, plus an official brand storefront on Amazon. Its products are resolutely physical: multi-part claim checks on heavyweight 110 lb index stock, numbered, perforated, boxed by the thousand.

Over the past decade the valet industry has modernised around a simple operational upgrade: replacing the handwritten claim stub with a scannable one. A barcoded or QR-coded ticket lets an attendant check a vehicle in and out with a phone scan, link keys to cars unambiguously, and keep an audit trail through the chaos of a Saturday-night hotel forecourt. ValetTickets.com sells this explicitly — “QR Code and Barcode Valet Tickets” are a standing product category, printed with whatever code format the customer’s valet or POS system requires.

Behind that product line sits a question every print manufacturer eventually faces: where do a million unique codes come from? For ValetTickets.com, the answer has been QRStuff — continuously, since 2012.

## The QR strategy

The platform data shows the purest example of a pattern this report calls the **code factory**. The account has created approximately 1.08 million QR codes over twelve-plus years — the largest all-time estate on the platform — almost entirely through bulk generation of static codes, with email-message payloads as the second type and barely any Dynamic URLs.

Each signal points the same way. Bulk generation is mass tooling: thousands of unique payloads per run, matched to the numbered sequences of a physical print job. Static codes carry their payload directly (no redirect, no tracking) because the scanning happens inside the customers’ own valet-management systems, not on QRStuff’s infrastructure. The account’s scan log is accordingly near-silent: QRStuff sees the production, not the consumption. QRStuff functions here as an embedded back-office component of a ticket-manufacturing workflow — the step between “customer orders 10,000 barcoded tickets” and “press runs the job”.

The tenure is its own data point. An account created in 2012 belongs to QRStuff’s earliest customer generation, and twelve years of continuous batch generation means the integration has survived staff changes, product cycles, and every shift in the QR landscape since before most marketers had scanned anything.

## The numbers

**~1.08 million codes — roughly one in every sixty codes ever created by a registered QRStuff account belongs to one valet-ticket printer.**

- **Creation concentration:** QRStuff’s platform data shows code creation is radically concentrated; a handful of production-tool accounts out-create entire industries. This account holds the platform’s largest live estate — ~1.08M codes, none ever deleted. One national restaurant enterprise has created more codes gross (~3.76M since 2019) but has deleted roughly 73% of them, leaving ~1.03M live; the next-largest creator, a multinational’s trade-marketing operation, holds ~531K.
- **Creation rate:** ~1.08M codes over ~12 years averages roughly 90,000 codes a year (about 250 a day, every day, for a decade), consistent with code generation tied directly to ticket production runs rather than human-paced creation.
- **Cohort context:** the account dates from 2012, when QRStuff’s registered creator base was

a fraction of today's; for years this single account was a measurable share of all static-code production on the platform.

- **The measurement boundary, honestly:** because the codes are static, downstream scans are invisible to QRStuff — every one of the million codes may be scanned dozens of times across a vehicle's check-in/check-out lifecycle, but those scans happen in valet operators' systems. This case study is a production-scale story by design; no scan figures should be quoted for this account.

## What this tells the industry

QR commentary fixates on consumer-facing campaigns, but the creation side of QRStuff's data reveals a different economy underneath: businesses for which QR codes are a manufactured input, like ink or card stock. ValetTickets.com never runs a "QR campaign" — it runs a press. The code is a functional component of a physical product, specified by the customer's scanning system and produced at industrial volume.

For strategists, two lessons. First, the QR market is far larger than the marketing use case — operational identification (tickets, assets, inventory, access) generates code volumes that dwarf campaign work, and it's almost entirely invisible because it runs on static codes. Second, infrastructure adoption looks like this account: unglamorous, continuous, twelve years deep, and load-bearing. When a tool ends up inside another company's production line, the relationship outlasts every trend cycle.

### PLACEHOLDER QUOTE — NOT FOR PUBLICATION. REQUIRES APPROVAL BEFORE USE.

"Our customers don't think about where the codes on their tickets come from — they just need every one to be unique and to scan first time on a busy night. Generating them has been part of our production line for over a decade."

— [Title], ValetTickets.com

## Looking ahead

The valet stand is mid-transition from paper to fully digital claim flows — texting-based tickets and app-native valet are already in the product mix. But the installed economics of physical tickets (no app download, no battery, works for every guest) keep printed scannable stock in demand, and each modernisation wave so far has increased the share of tickets carrying codes. The longer arc is the one this account has been on since 2012: every physical object that needs an identity gets a scannable one. The companies printing those objects are the quiet giants of the QR economy.

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Platform figures are QRStuff internal measurements (code count: all-time from qrcode table). Company background is from public sources (valettickets.com). Downstream scan activity and operational outcomes occur in third-party systems and are not measured by QRStuff. No scan figures should be published for this account.

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## Permission and Approval

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### 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 **Valet Tickets** 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.

### What publication means

If you grant permission, this case study will appear in:

1. **The QRStuff State of QR Codes Report 2026 PDF** — a free downloadable report at [qrstuff.com/scan-report/](https://qrstuff.com/scan-report/)
2. **The QRStuff scan-report hub page** ([qrstuff.com/scan-report/case-studies/](https://qrstuff.com/scan-report/case-studies/))
3. **Your individual case study page** ([qrstuff.com/scan-report/case-studies/valet-tickets/](https://qrstuff.com/scan-report/case-studies/valet-tickets/))
4. **Associated marketing and social content** — LinkedIn, Twitter/X, and social cards, all referencing this case study and linking back to the report

We will share the final version with you before publication and remove or amend any detail you flag.

### Permission and approval process

Approved permissions are logged in QRStuff's internal permission register. The process:

1. **Review this draft** — read the case study carefully. Flag any factual errors, figures you cannot confirm, or wording you object to by replying to the outreach email.
2. **Request changes if needed** — we will revise and resend within 5 business days.
3. **Grant approval** — sign below (or reply by email to [declan@qrstuff.com](mailto:declan@qrstuff.com)) to confirm approval.

There is no payment involved. QRStuff will provide a link to the published report once live, and you are welcome to share it.

**Approval block****Approval for publication**

Organisation: Valet Tickets

☐ We approve this case study for publication in the QRStuff State of QR Codes Report 2026 and associated marketing materials.

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**Questions?** Contact Declan at [declan@qrstuff.com](mailto:declan@qrstuff.com). We are happy to arrange a call to walk through the draft, discuss any concerns, or discuss how QRStuff can support your team's story.

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