altavia .travel retail

PROAVIA member use case

COMBINE PREDICTIVE PLANNING WITH LOCAL DESIGN?

Arabie saoudite·Riyadh Airport – 2026

01 THE CHALLENGE

The 995 m² mezzanine had to feel authentically Riyadh, respect Terminal 4's domed architecture and welcome both domestic and international passengers — while anticipating circulation, visibility and potential cold zones.

02 THE SOLUTION

Altavia.Travel Retail's predictive model simulates future passenger flows — with one dot representing one passenger — using peak-hour curves, group behaviour, category visit rates, shopping time and preferred routes.

For Riyadh, an arched structure echoes the terminal's geometry. A wide promenade guides travellers past five dining venues, while clear sightlines, digital screens and 245 communal seats combine operational clarity with hospitality.

03 THE RESULT

Riyadh gains a distinctive hospitality environment that received positive airport feedback. More broadly, early simulation helps reduce future bottlenecks, identify cold zones and improve store visibility before construction.