

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.