

THE DIGITAL DIVIDE

# HOW VENUES ARE CLOSING THE GAP BETWEEN PHYSICAL SPACE AND DIGITAL EXPERIENCE





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## INTRODUCTION

# VISITORS HAVE CHANGED. HAS YOUR VENUE?

Picture it:

A family arrives at a shopping center on a busy Saturday afternoon. They've been here before, but the layout has changed – a new store has replaced an old one, and a pop-up event is happening in the center.

They walk over to a static directory, and scan it for thirty seconds. They don't see these new additions represented, so they give up and wander. Without finding the buzzy new restaurant they read about, the family leaves in disappointment. They don't return for a few months.

Now, picture Scenario 2. It's the same family, but now, they've downloaded the venue app ahead of their visit. They open the app when they walk through the doors, finding the restaurant quickly through the integrated search function. Plus, they can see from a pop-up banner ad there's a one-day family crafting event happening in the north wing of the mall. They had a great time, already thinking ahead to next weekend's dinner plans.

**Same family, same intent. The only difference was the digital layer.**

Venues are physical places, filled with irreplaceable moments like a cheering crowd at a packed stadium, a spur of the moment mall trip, and the anticipation of an upcoming trip in an airport.

No app could ever replace that feeling. But the expectations visitors bring with them have fundamentally changed. They arrive having already researched, planned, and navigated digitally, and they expect the physical experience to meet them where they are.

Most venues haven't bridged the gap between the physical and the digital. Not because the technology doesn't exist, but because the digital and physical halves of the venue experience are still being managed as separate priorities rather than a single integrated system.

**This guide is written for venue leaders responsible for the full picture—experience, operations, revenue, and safety. It covers three areas where the physical-digital gap has the greatest impact, and where closing it creates the most value.**

“When digital amplifies the physical experience rather than trying to replace it, footfall follows naturally. Alignment, not complexity, is what works.”

— **Emma Collings, Group Head of Marketing, British Land**





## VISITOR NAVIGATION

# POSITIONING & WAYFINDING

There's a moment every venue operator dreads.

A visitor stops walking, looks left, looks right, turns around, and gives up. The moment they visit a venue with purpose and leave without accomplishing it, the experience has failed.

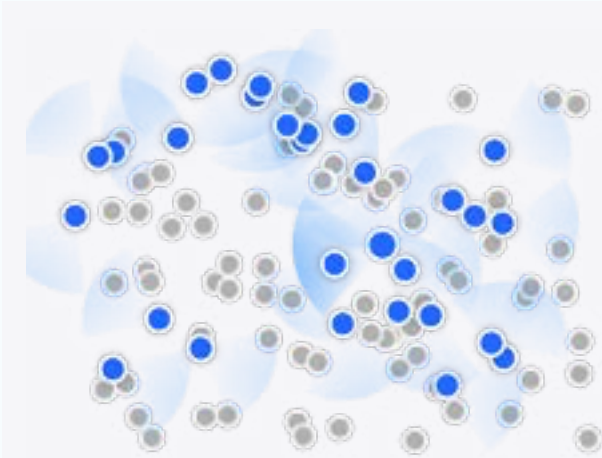
A visitor getting lost is also lost revenue. Visitors who can't find what they're looking for leave early, spend less, and are less likely to return. A study by PathIntelligence found that a 1% increase in dwell time results in a 1.3% increase in sales.

Simply put, clear positioning and wayfinding is infrastructure. It belongs in the same conversation as lighting, parking, and security—a foundational system that determines whether everything else in the venue can do its job.

## Positioning

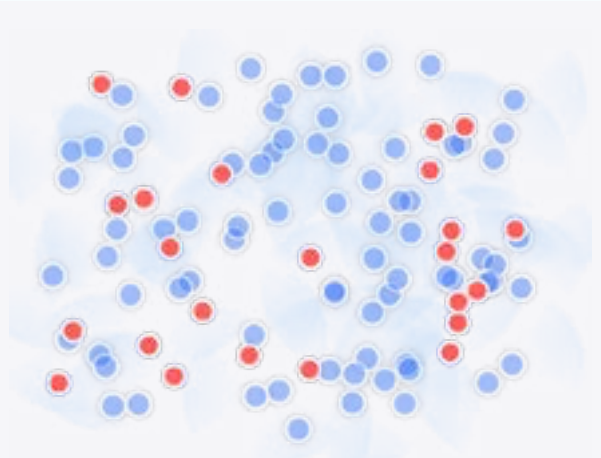
# WHERE AM I?

Before a visitor can navigate, they need orientation. It's why the first thing most people do when they enter a large venue is look for a map, a directory, or a sign. But how visitors actually use digital positioning tools is more nuanced:



**29%**

of visitors **keep a digital map open** and watch their location move in real time.



**23%**

of visitors **don't use digital maps or navigation tools** in large venues at all.

Positioning is valuable, but it isn't the whole story. Nearly a quarter of visitors won't engage with it at all. A venue that optimizes only for the real-time tracking use case is designing for a minority.

Real-time positioning is essential to visitor navigation, but it's not the end goal. It reduces anxiety and builds confidence, but it works best when it's part of a broader wayfinding system—one that doesn't require a visitor to stare at their phone to have a great experience.

## Wayfinding

# HOW DO I GET THERE?

Wayfinding is where the gap between physical and digital infrastructure becomes most visible—and most costly.

“Digital should help fans before they arrive, guide them while they’re in the venue, and extend the relationship afterward. Things like mobile tickets, express entry, pre-ordering concessions, personalized offers, and wayfinding all help remove friction and give fans more time enjoying the event.”

— **Robert Johnson, Director of Sales, Wicket**



Wayfinding is where the gap between physical and digital infrastructure becomes most visible—and most costly.

The navigation landscape at most venues today is a mix of static signage, staff information desks, and “you are here” maps near entrances.

And these aren’t bad solutions: 63% of visitors still use physical signage as their primary navigation method. Physical wayfinding is reliable, always-on, and requires no device or data connection.

But physical signage alone can’t carry the full load anymore. It can’t:

- 🌀 Update in real time when a tenant relocates or a lift goes out of service
- 🌀 Surface the pop-up activation happening for a limited time
- 🌀 Reach the visitor before they arrive
- 🌀 Scale across a multi-level, multi-wing venue without becoming visual noise

Digital wayfinding fills these gaps not by replacing physical assistance, but by extending it. The two work as a system: physical infrastructure anchors the in-venue experience and serves visitors who aren't on their phones. Digital reaches visitors before arrival, handles complexity physical can't, and turns navigation from a passive experience into an active, discovery-oriented one.

The venues getting this right are leveraging both the physical and digital as a single unified strategy.

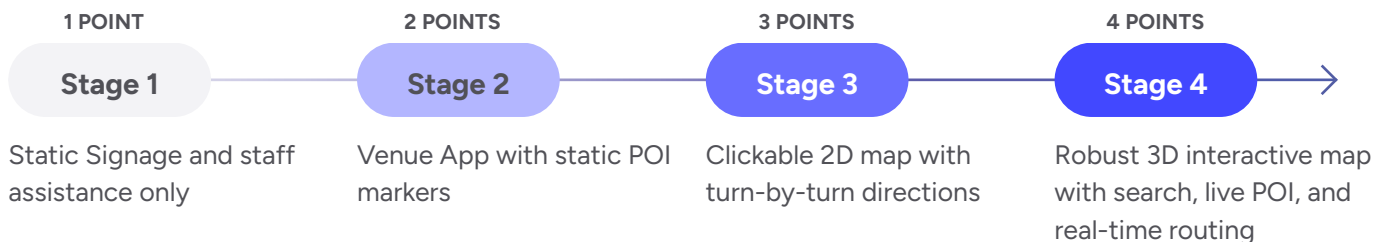


Visitors who use indoor maps discover new places **62% easier** than those who don't.

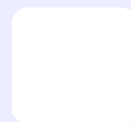
– 2026 State of Venue Experience Report

## Wayfinding Maturity

# WHERE DOES YOUR VENUE STAND?



**YOUR WAYFINDING SCORE:**



**/4**



## VISITOR NAVIGATION

# ACCESSIBILITY

Accessibility is one of the most underdiscussed dimensions of venue navigation, and one of the most consequential.

Most venues have done the physical work: ramps, tactile paving, accessible lifts, ADA-compliant signage. These are table stakes, and the regulatory frameworks that require them are well established. But the digital layer often lags significantly behind, and that gap has real consequences:

- 🗺️ A visitor with a mobility impairment can't use a digital map that doesn't offer step-free routing
- 🗺️ A visitor with a visual impairment can't use an interface that isn't screen-reader compatible
- 🗺️ A visitor whose first language isn't the one on the signage faces a navigation experience that excludes them before it starts

Physical compliance and digital accessibility aren't the same thing. While most venues have "checked the box" on physical compliance, far fewer have meaningfully invested in true venue accessibility.

Approximately 16% of people live with a disability.

— **World Health Organization**



Put simply, a venue designed to work for everyone works better for everyone. Step-free routes, multi-language navigation, and screen reader-compatible maps reduce friction across the entire visitor population. Accessibility investment is experience investment.

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## DESIGNING VENUE EXPERIENCES FOR EVERYONE

Many venues treat accessibility like a checkbox exercise for a small segment of users.

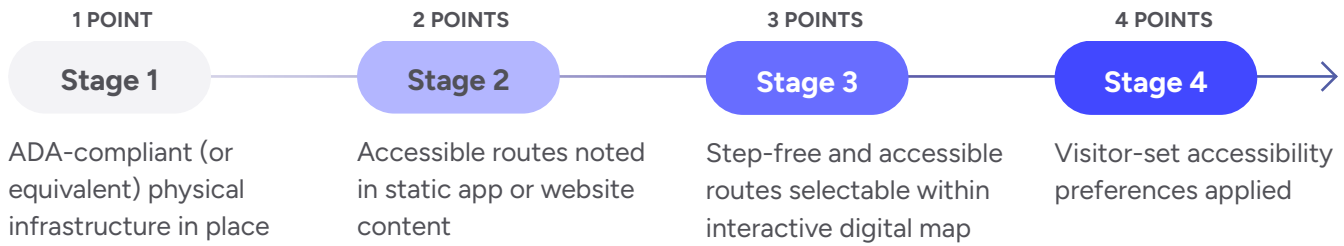
But there's a massive problem with that framing. It assumes accessibility is about a minority, rather than about how environments are designed in the first place. In reality, accessibility features benefit far more people than you think.

- ✔ Parents with strollers navigating massive shopping centres with a screaming baby
- ✔ Travelers hauling heavy luggage through airports
- ✔ Aging visitors struggling with finding a non-stair route
- ✔ Delivery personnel moving equipment between floors

Accessibility works best when treated as core infrastructure rather than as specialised accommodations bolted on later. When accessibility is layered on after the fact, it feels like an exception. But when it's built into the foundation, it becomes invisible in the best possible way—a core aspect of the venue experience that's barely a thought to visitors, letting them navigate and enjoy without friction.

## Accessibility Maturity

# WHERE DOES YOUR VENUE STAND?



**YOUR ACCESSIBILITY SCORE:**

/4



## DISCOVERY

# YOUR VISITORS WANT TO EXPLORE

A recent study by Mappedin found that half of a venue's visitors arrive ready to discover and explore rather than complete a specific task.

This finding represents one of the most underutilized commercial opportunities in venue management today. For venue marketing leaders, this data reframes the entire goal. The task is more than getting visitors to move through the venue in an efficient way; it involves ensuring that once a visitor is inside, they're able to find things worth staying for.

Physical design has always played a role in discovery: sightlines, window displays, the deliberate placement of anchor tenants to draw foot traffic past smaller operators. But while these tools work for visitors already moving through a space looking for something specific, they can't reach the visitor who just arrived and hasn't oriented yet. They also can't adapt to what's happening in the venue in real time.



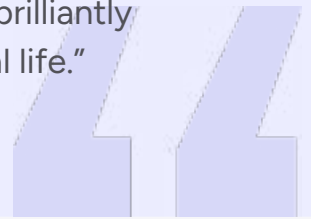
**50% of visitors are discovery oriented..**  
**– 2026 State of Venue Experience Report**

# AUGMENTING PHYSICAL SIGNAGE WITH DIGITAL DISCOVERY

A visitor arrives, orients, wanders, notices something, and either engages or moves on—this is an expected experience for most venues today. Digital tools can show up at every point in that sequence, not to interrupt the experience but to make it richer.

“Digital should serve the customer, not compete with the physical world. Its role is to reduce friction, build confidence and set expectations, then step aside. Discovery, planning, loyalty and reassurance work brilliantly online. But emotion, service and belonging are delivered in real life.”

— Emma Collings, Group Head of Marketing, British Land



Before the visit	During the visit	After the visit
Digital does the heavy lifting: surfacing events, highlighting new tenants, cueing up a reason to come that the visitor hadn't considered.	The venue map becomes a discovery tool: a way for visitors to see what's nearby, what's on, and what they might be missing.	Digital extends the relationship, keeping the venue present in the visitor's life between trips.

The physical venue handles what digital can't: the atmosphere, the chance encounter, and the sensory experience of being within a space at a certain time. But digital can make all of that more findable, more timely, and more personal.

In short, venues that connect the physical space with digital experiences will be the ones powering seamless discovery 24/7.

# THE DISCOVERY REVENUE STACK

For venue marketing and commercial teams, the practical question is: what does digital discovery infrastructure actually look like, and how does it generate revenue?

The answer operates on a few levels simultaneously:



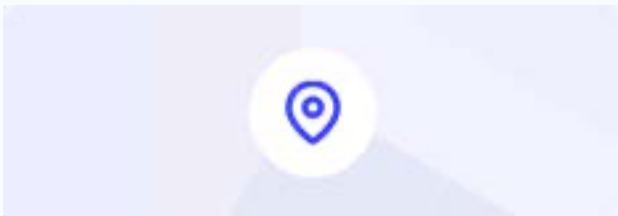
## Promoted listings within the venue map

Tenants and brands pay for featured placement within the digital map interface, reaching visitors at the moment they're actively navigating. For example, interactive venue maps can target a visitor searching for a coffee shop with a promoted result for Starbucks, or a popular venue coffee vendor.



## In-map event and activation placements

Pop-ups, seasonal events, and limited-time experiences can be pinned, highlighted, and surfaced to visitors who are in the vicinity. Digital amplifies what physical programming creates.



## Location-triggered notifications

Visitors who have opted in can receive contextually relevant nudges based on where they are in the venue: a promotion from a nearby tenant, a time-limited offer from a restaurant as lunchtime approaches, a reminder about an event starting in twenty minutes in the next wing.



## Sponsored routes and category features

A tenant can own a category (e.g., "Find a restaurant") within the venue's digital map, ensuring their brand is the first thing a visitor sees when searching that category.

Each of these represents a revenue line that didn't exist before the digital layer was in place, and that scales in a way physical promotional inventory simply can't.

# PROGRAMMING, POP-UPS AND THE GEN Z SHIFT

The real shift in how venues drive engagement today is in the experience. While some venues – such as stadiums and airports – primarily function to serve a specific purpose while delighting visitors along the way, people come to other venues like malls and mixed-use properties with an exploration mindset. These visitors—especially the younger generations—are open to discovering new places, attending a pop-up event, or grabbing something to eat or drink that catches their eye.

**61% of Gen Z** visit malls not for a specific purchase, but to discover, explore, and experience.

The implication for venue leaders is clear: the venue’s own voice—its events, activations, and cultural programming—is now a primary driver of footfall.

Digital discovery tools are what give that programming reach. An artist residency, a community event, a brand collaboration—all of these create reasons to visit, but they require awareness to convert.

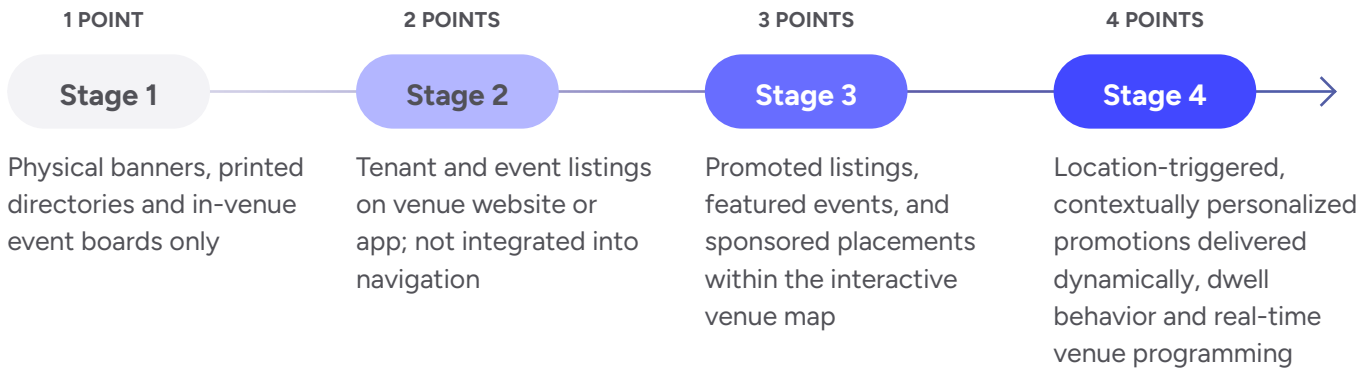
Physical event boards and static directories aren’t enough. The integration with digital channels like the venue’s app, website or in-store digital directories are what turn a great idea into a well-attended event.

Without exception, the physical experience still has to deliver. But digital is what helps fill the room.

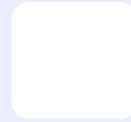
“Younger fans expect stadiums to behave more like the rest of their digital lives — mobile-first, personalized, and incredibly convenient. Preparing for that generation is really about removing friction, faster entry, easier payments, personalized experiences, and technology that fades into the background so fans can focus on the event and the people they’re with.”

— **Robert Johnson, Director of Sales, Wicket**

# WHERE DOES YOUR VENUE STAND?



**YOUR DISCOVERY SCORE:**



**/4**



## OPERATIONS

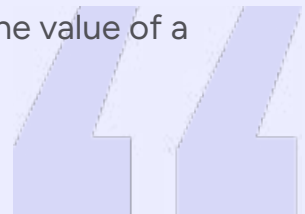
# SECURITY

Security is the part of venue operations that nobody should notice. When it's working, visitors move freely, events run smoothly, and the building does what it's supposed to do. When it isn't, the consequences are immediate—and increasingly, they're measured not just in operational terms but in financial and reputational ones.

And undeniably, the stakes have risen. Investors and boards are paying attention to physical security in ways they weren't five years ago.

Investors estimate a physical security incident could impact the value of a publicly listed company by up to 32%, up from 29% in 2023.

— 2025 World Security Report



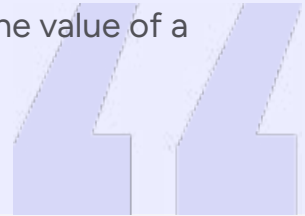
## THE CSO'S DILEMMA

Chief Security Officers at major venues are operating in an environment that has fundamentally changed. Venues are larger, more complex, and more heavily programmed than they were a decade ago. And the expectations placed on security teams—to manage crowd flow, prevent incidents, respond rapidly, and do all of this without disrupting the visitor experience—have never been greater.

And recent studies show security leadership understands the state of play:

Investors estimate a physical security incident could impact the value of a publicly listed company by up to 32%, up from 29% in 2023.

— **2025 World Security Report**



But budget intention without the right data infrastructure to deploy it against is only half the equation. Many venues are still making high-stakes security decisions with outdated information:

- 🗺️ A visitor with a mobility impairment can't use a digital map that doesn't offer step-free routing
- 🗺️ A visitor with a visual impairment can't use an interface that isn't screen-reader compatible
- 🗺️ A visitor whose first language isn't the one on the signage faces a navigation experience that excludes them before it starts

The problem, at its foundation, is a lack of operational visibility.

# THE DIGITAL LAYER

Physical security infrastructure—trained personnel, access control systems, CCTV coverage, emergency signage—remains essential. It always will be.

But physical infrastructure alone has a fundamental limitation: it's reactive. It responds to what has already happened, in a location that a patrol or a camera happened to be covering.

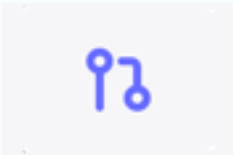
With a connected digital layer, security teams can use dynamic digital routing to push visitors toward clear evacuation paths in real time—and update those paths if circumstances change.

The operational use cases are clear:



## **Crowd density monitoring**

Real-time occupancy data overlaid on the venue map, giving security operators a live view of where people are concentrating and where pressure is building.



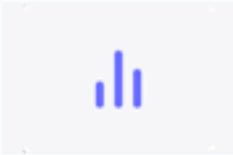
## **Dynamic evacuation routing**

In an emergency, digital wayfinding can push updated exit routes to visitor-facing screens, kiosks, and mobile devices, adapting in real time as conditions change.



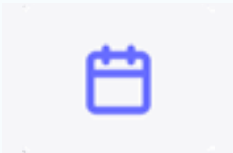
## **Restricted zone enforcement**

Digital floor plans integrated with access control systems ensure that restricted areas are clearly delineated and that breaches trigger immediate alerts.



## **Post-incident analysis**

Historical movement data provides an accurate record of how visitors moved through the venue before, during, and after an incident, supporting both investigation and future prevention planning.

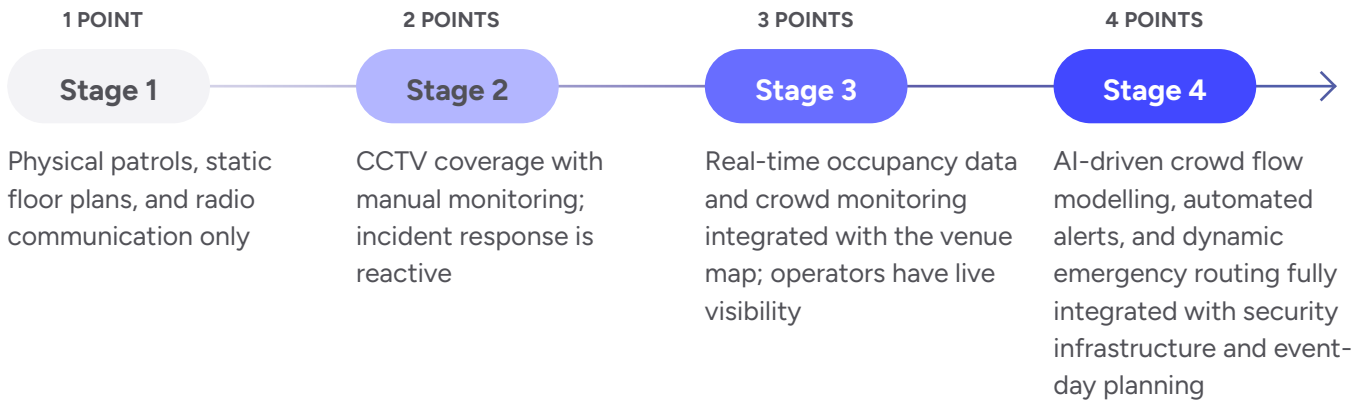


## **Event-day planning**

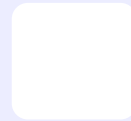
Predictive crowd flow modelling, informed by historical data from previous events, allows security teams to pre-position resources where they'll be needed rather than reacting to where problems emerge.

## Security Maturity

# WHERE DOES YOUR VENUE STAND?



**YOUR SECURITY SCORE:**



**/4**



## OPERATIONS

# LEASING

Every leasing director has made a decision without the data they would have preferred. In a function where individual decisions carry significant financial consequences, the gap between what leasing teams know and what they need to know has always been uncomfortably wide.

However, the gap is closing. And the venues closing it fastest are gaining a commercial advantage that compounds over time—better tenant mix, stronger renewal rates, more defensible investment decisions, and a data story that attracts the calibre of tenant that has choices about where to locate.

This shift represents something fundamental about the future of property management: bringing leasing, operations, marketing, and security onto a single platform is what will enable everyone to work from the same picture of the venue.

# ONE SOURCE OF TRUTH

The traditional leasing workflow is fragmented by design. Floor plans live in one system, while footfall data lives in another (if it exists at all). Tenant status is tracked in a spreadsheet, and operations has its own view of how the venue is performing.

Rarely does anybody have the full picture, and the effort required to assemble it means most decisions get made without it. The result is predictable: teams optimise for their own slice of the venue rather than the whole.

When leasing teams work from the same spatial data as operations, marketing, and security, the conversations change:



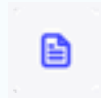
Placement decisions become evidence-based rather than intuition-based — anchored in a shared view of how visitors move through the venue, which zones generate dwell time, and where genuine commercial potential exists



Renewal conversations are grounded in performance data that both sides can see, making them more productive and less adversarial



Capital investment prioritization becomes a cross-functional exercise informed by a single version of venue performance



New tenant pitches are supported by a living, accurate representation of the venue that leasing teams can walk prospective tenants through

# FROM REACTIVE DECISIONS TO STRATEGIC CONVERSATIONS

The leasing teams that will define best practice over the next five years aren't the ones with the biggest portfolios or the longest tenant relationships.

Thriving malls will operate as platforms, combining strong asset management, leasing, insight, brand curation, programming and genuine community relevance. They will listen obsessively and evolve constantly. Places that remain static, purely transactional or overly promotional will struggle to stay relevant

— Emma Collings, Group Head of Marketing, British Land

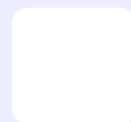
They're the ones that have made the shift from reactive to strategic—from responding to vacancies as they emerge to actively managing the venue's commercial composition as a living, data-informed system.

## Leasing Maturity

# WHERE DOES YOUR VENUE STAND?



**YOUR LEASING SCORE:**



**/4**



## AMPLIFY, DON'T REPLACE

# SCALE INTELLIGENCE WITHOUT LOSING THE HEART OF THE VENUE

The risk that sits underneath every conversation about digital transformation in venues isn't that the technology won't work. It's that the pursuit of digital efficiency will crowd out the thing that made the venue worth coming to in the first place: the experience.

The venues getting this right have internalized a simple principle: digital should amplify the physical experience, not replace it.

The goal of creating a smarter venue is never to replace the human touch. It's to add a digital layer that makes the physical elements—events, activations, tenant interactions, and moments of genuine discovery—easily discovered, more accessible, safer and more likely to drive repeat visits.

# AMPLIFY WITH DIGITAL

Amplification, at its core, should act as a design philosophy for your venue—a deliberate choice about what digital is for... and what it should stay out of.

The physical venue does things that digital cannot:

- ✔ Generates atmosphere and “vibes”
- ✔ Creates the conditions for serendipity
- ✔ Delivers the sensory experience of being somewhere worth being

These things have to be experienced in person, and they’re unique to your venue. This is precisely why they’re valuable.

At the same time, digital does things that physical cannot:

- ✔ Reaches visitors before they arrive—and after they leave
- ✔ Surfaces experiences they would have missed
- ✔ Gives operators visibility into what’s happening across a complex physical environment in real time

Digital also scales. A single well-placed digital touchpoint can inform thousands of visitors simultaneously in a way that no physical sign or staff member can.

The mistake is treating these as competing capabilities. On the contrary, physical and digital infrastructure are complementary layers, and the venues that understand this are building experiences where each layer makes the other more effective.

# AMPLIFY WITH DIGITAL

Amplification, at its core, should act as a design philosophy for your venue—a deliberate choice about what digital is for... and what it should stay out of.

The physical venue does things that digital cannot:

	Navigation	Discovery	Operations
Physical strength	Sightlines, signage, and spatial layout that make movement intuitive once a visitor is inside	Programming, activations, and tenant mix that create genuinely worth-finding experiences	Experienced teams, established protocols, and physical infrastructure that keep the venue safe and commercially sound
Digital Layer	Extends confidence beyond the venue walls, reaching visitors before arrival and filling the gaps static signage can't cover	Surfaces experiences visitors would have missed: <ul style="list-style-type: none"> <li>• Promotions</li> <li>• Nearby events or pop-ups</li> <li>• Tenants</li> </ul>	Gives operators a live, shared view of the venue: <ul style="list-style-type: none"> <li>• Crowd density</li> <li>• Spatial performance</li> <li>• Tenant data</li> </ul>
<b>The result</b>	<b>Visitors arrive oriented, move with confidence, dwell longer, and discover more.</b>	<b>Foot traffic becomes active exploration (a revenue-generating infrastructure in its own right)</b>	<b>Teams stop reacting to what already happened and start responding to what's happening now</b>

## THE COMPLETE VENUE

# VENUE MATURITY ASSESSMENT

### Step 1: Add up your scores

Wayfinding \_\_\_ / 4

Accessibility \_\_\_ / 4

Discovery \_\_\_ / 4

Security \_\_\_ / 4

Leasing \_\_\_ / 4

**Total** \_\_\_ / 20

### Step 2: Find your maturity profile

#### 5-8 Points

## STAGE 1: PHYSICAL-FIRST VENUE

Your venue is built on strong physical foundations. But the digital layer is either absent or minimal, and the gap between what you offer and what visitors expect is widening. The highest-impact improvements at this stage are also the most accessible ones. You don't need to close every gap at once.



#### Next steps:

1. Prioritize wayfinding first. An interactive digital map is the single highest-impact investment at this stage, with direct benefits across navigation, discovery, and visitor confidence
2. Audit your physical accessibility infrastructure before building the digital layer on top of it. The digital layer amplifies what's already there.
3. Begin capturing venue-level footfall data, even in aggregate. It's the foundation every subsequent operational decision will be built on.

## 9-12 Points

# STAGE 2: DIGITALLY-AWARE VENUE

You've made meaningful digital investments like a venue app, some digital presence, basic surveillance infrastructure, but the pieces aren't yet connected. Teams are working from different systems, digital tools aren't integrated with navigation, and visitors are experiencing the gap between what's possible and what's delivered. This is the most common stage, and the most important inflection point.



### Next steps:

1. Close the integration gap between your digital map and your discovery infrastructure. Promoted listings and event placements within the map are the fastest path from awareness to revenue.
2. Bring operations, leasing, and marketing onto a shared platform. The siloed data problem is solvable and the operational return is immediate.
3. Invest in accessible digital routing. The physical infrastructure is likely already in place; the digital layer to navigate it probably isn't.

## 13 – 16 points

# STAGE 3: DIGITALLY-INTEGRATED VENUE

Your venue has made the foundational shift. Teams are working from shared data, digital wayfinding is live and interactive, and discovery infrastructure is generating revenue. The gap between your physical and digital experience is narrowing. The focus now is on depth: moving from integrated to intelligent, and from reactive to anticipatory across all five dimensions.



### Next steps:

1. Invest in real-time crowd intelligence for your security team. Stage 3 venues have visibility, while Stage 4 venues have foresight.
2. Evolve discovery from in-map placement to dynamic, behavior-triggered targeting. The data infrastructure you've built makes this the natural next step.
3. Extend your leasing platform toward predictive analytics. Your shared data foundation is ready for the next layer of intelligence.

17 – 20 points

## STAGE 4: INTELLIGENT VENUE

You're operating at the leading edge of physical-digital integration. Your teams share a single view of the venue. Your visitors experience digital infrastructure that anticipates their needs rather than reacting to them. Your commercial decisions are data-informed across every function. The work at this stage is about compounding capabilities.



### Next steps:

1. Focus on the gaps between dimensions. A Stage 4 venue with a Stage 2 accessibility score has an identifiable vulnerability worth addressing.
2. Invest in the visitor-side experience of your intelligence layer. Predictive operations and leasing intelligence are internal capabilities; make sure the visitor experience reflects the sophistication behind it.
3. Use your data maturity as a competitive and commercial asset in tenant conversations, in investor presentations, and in the programming decisions that define your venue's identity.

## NOTE ON VENUE SCORES

Most venues don't score evenly across all five dimensions. Use the differences to understand your venue's strengths and opportunities.

For example, a venue that scores 4 on navigation but 1 on leasing has invested heavily in visitor experience without building the commercial intelligence to optimise around it. On the other hand a venue that scores 4 on security but 1 on discovery has prioritized operational control at the expense of revenue infrastructure. Neither profile is wrong, but both have a clear next priority.

The scorecard is most useful not as a single number but as a profile. In which categories are you thriving? Where is the gap widest relative to the commercial or operational impact of closing it? Take these learnings into your next venue leadership conversation to align on priorities and next steps.

# CLOSING THE GAP

Navigation, discovery, and operations each has its own complexity, its own stakeholder map, and its own version of the physical-digital gap. But the underlying argument across all of them is consistent.

The gap between physical and digital is a strategic question about what kind of venue you want to run, and what kind of experience you want your visitors to have.

The tools and data to close the gap exist today. What's required is the willingness to treat physical and digital not as competing investment priorities but as a single, integrated system.

Venues that close the gap don't do it all at once. Instead, they start with the highest-friction moments in the visitor journey and work outward. They bring their teams onto a shared platform so that navigation data informs leasing decisions, security data informs event planning, and marketing data informs the programming that drives footfall.

Finally, they design digital touchpoints with the visitor's experience as the primary brief—not the technology's capability.

Most centres still invest heavily in physical upgrades like ambience, parking, and amenities. These require significant capital and depreciate over time. The leading malls will invest equally in digital infrastructure. Apps, ordering, and rewards systems that capture data and improve over time. Unlike physical assets, digital ecosystems compound. The more customers engage, the more the system learns, and the more personalised and valuable the experience becomes.

— **David-James Nguyen, Global Head of Malls, Liven**



## Navigation

Visitors arrive oriented, move with confidence, dwell longer, and discover more.



## Discovery

Foot traffic becomes active exploration—and a revenue-generating infrastructure in its own right.



## Operations

Teams stop reacting to what already happened and start responding to what's happening now.



# CREATE BETTER VENUE EXPERIENCES WITH MAPPEDIN

**Mappedin is the leading indoor mapping platform transforming the way venues are experienced, managed, and understood.**

Built for scale and trusted by the world's biggest brands, our AI-powered tools make indoor mapping fast, flexible, and easy to integrate—powering indoor experiences at top destinations worldwide. With nearly 7 billion square feet mapped around the world, Mappedin helps make public spaces easier to explore, simpler to manage, and safer for every visitor

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