Reimagining cultural tourism

How Saudia is redefining the traveller experience

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Transforming the Hajj & Umrah experience

Virtual Concierge and Smart Trip Planner

Educational AR Content

Interactive AR map facilitating wayfinding

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Empowering pilgrims and agents to make the most of their journey with step by step personalised assistance.

PILGRIM FLOW

AGENT FLOW

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A broader vision for Hajj and Umrah Experience

Real-Time Location Tracking

Crowd, ritual, and prayer alerts
Smart reminders & safety notifications

POTENTIAL OVERCROWDING

26°C
Retail district
Today 14:30 PM
12 13 14 15 16 17

Comprehensive Itinerary Display

Flights, bus, hotel info
Itinerary & schedule
Trip updates

Recommended transport
-78kg CO2 / Day
Metro line B
10 MINS AWAY
PICK UP
Retal District
DROP OFF
Kempenski

Dynamic Digital Pass

Seamless Access ID
All information stored in one place
AI-enabled proactive tasks
Ability to easily organize, plan, change travel and journey

Maryam Rawan
Visiting for Umrah

ECO-CONCIOUS

Previous meal • 12:30pm
Noodle Salad at Hyatt Breakfast
Staff notes
- Lactose intollerant
- Pescatarian

NEW
LACTOSE INTOLERANT

Up next today • 18:00 PM
Kempinski Spa
Aromatherapy massage

Data-Driven Hyper-personalised Suggestions

Personalized recommendations
Activity, prayer, rest, and travel

Let’s connect and innovate together

Explore Saudia app

Learn more about Publicis Sapient