



Miracle Mile Shops

Helping Visitors Navigate 1.2 Miles of
Unique Stores, Dining & Entertainment

A case study powered by



THE CUSTOMER

Located within Planet Hollywood in Las Vegas, Nevada, Miracle Mile Shops hosts tens of millions of visitors per year. The mall is within walking distance from 80% of all hotel rooms in Las Vegas and features 150+ places to shop, dine, and be entertained, making it a must-see destination along The Strip.



THE OPPORTUNITY

As a major destination venue in Las Vegas, Miracle Mile Shops required an indoor mapping solution that could provide easy and intuitive wayfinding for shoppers and tourists who were unfamiliar with the venue.

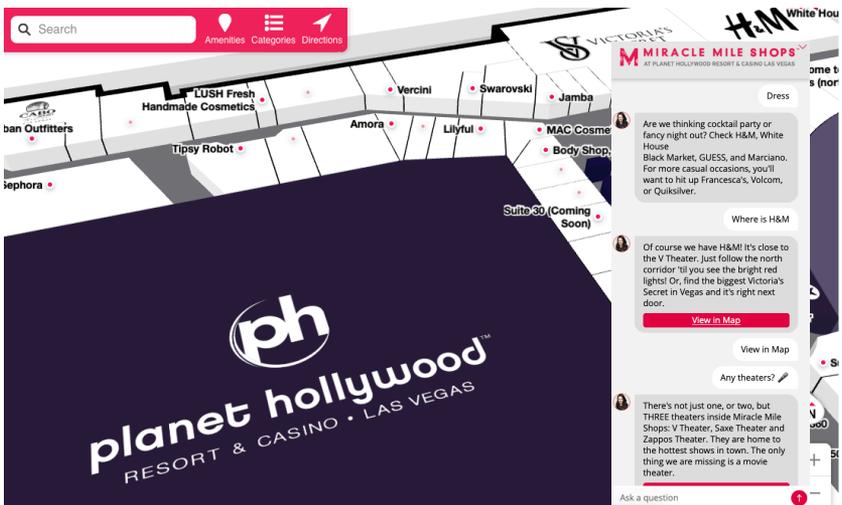


THE SOLUTION

Responsive Web App: Miracle Mile implemented Mappedin's [Responsive Web App](#) to provide accessible and intuitive wayfinding for shoppers across the centre's 500,000 square feet. The 3D digital maps allow users to search for stores or restaurants, browse categories, view promotions and events, and populate the most efficient route from a starting location to their destination. The map is embedded directly into the Miracle Mile website and can be accessed right within the browser, through desktop or mobile devices.

Blue Dot Wayfinding: Miracle Mile Shops enabled blue dot wayfinding through the Responsive Web App, allowing shoppers to see their precise location within the map. As users navigate to a particular store, restaurant, or theatre, the blue dot moves with them in real-time, providing accurate and elevated wayfinding.

Conversational AI Integration: To further enhance the guest experience, Miracle Mile Shops deployed an [integration with Mappedin and Satisfi Labs](#), a conversational AI platform. Guests can ask the AI-powered assistant, "Jules" questions ranging from *Where can I buy tickets?* or *Are there any sales on?* to statements such as *I'm hungry* to be shown a list of food options available within the shops. This chatbot is linked with the digital map to provide guests with an end-to-end experience.



THE RESULT

“Mappedin’s responsive mapping solution with blue dot wayfinding allows us to provide interactive and intuitive wayfinding to visitors of Miracle Mile Shops. By integrating the maps with a conversational AI platform, it is simple for tourists and other guests to search, discover, and navigate our venue directly from our website.”

- **Wendy Albert**, Senior Director of Marketing at Miracle Mile Shops

LOOKING FORWARD

Mappedin will continue to support Miracle Mile Shops and provide an enhanced experience for their shoppers. Visit our website to learn more about our solutions for [shopping malls](#) or [book a demo](#) today.