Transforming Temporary Walls into Branded Experiences & Revenue Opportunities with SwiftWall® and ARC Riot

Airports are high-traffic environments where maintaining a consistent brand image and maximizing unused space for revenue opportunities are essential. Temporary construction barriers often create visual disruptions, but with custom vinyl graphics from ARC Riot applied to SwiftWall® panels, airports and their partners can transform these barriers into branded marketing assets and high-value advertising real estate.

Challenges in Airport Construction Aesthetics & Advertising

Airports must maintain a professional and engaging environment, even during renovations. Key challenges include:

Brand Consistency
Construction barriers can create an unpolished or industrial look, which may negatively impact passenger perception.

Missed Revenue Opportunities
Blank temporary walls represent unused advertising real estate in high-visibility areas.

Passenger Wayfinding & Communication
Without proper signage, travelers may experience confusion, leading to congestion and operational inefficiencies.

Sustainability Concerns
Traditional construction walls require wasteful printed banners or boards that are discarded after use.

SwiftWall® & ARC Riot Vinyl Graphics Solutions

SwiftWall® provided modular, durable, and reusable temporary wall systems, while ARC Riot produced and applied high-quality vinyl graphics, allowing airports, airlines, and concessionaires to fully utilize construction barriers for branding and advertising.

SwiftWall® has helped major airports leverage custom graphics on modular wall systems, ensuring brand consistency, passenger engagement, and new revenue streams. By partnering with ARC Riot, SwiftWall® delivers high-quality, removable vinyl graphics that create visually seamless, professional enclosures—allowing airports, airlines, and retailers to enhance both aesthetics and messaging during construction projects.

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ARC Riot Custom Vinyl Wraps
High-resolution, airport-branded graphics applied to SwiftWall® panels for a seamless, professional aesthetic.

Revenue-Generating Billboard Space
Airports and retail partners leveraged SwiftWall® as premium ad space, turning temporary barriers into high-value marketing opportunities.

Passenger Communication & Wayfinding
Custom graphics included airport maps, directional signage, and travel tips, improving the traveler experience.

Sustainability & Reusability
Unlike printed boards or banners, vinyl graphics can be changed, replaced, or repurposed on reusable SwiftWall® barriers, reducing waste and long-term costs.

Airport Retail Expansion – Enhancing Brand Visibility & Driving Engagement with ARC Riot

A major airport underwent a terminal retail expansion, requiring visually appealing barriers to maintain a premium traveler experience while storefronts were under construction.

The Solution

Luxury Brand Integration
High-end retailers partnered with ARC Riot to apply vinyl graphics featuring upcoming store openings, promotions, and branded imagery on SwiftWall® panels.

Passenger Engagement
QR codes embedded in the graphics allowed travelers to scan for exclusive pre-opening promotions and discounts.

Rapid Installation & Flexibility
SwiftWall® barriers were installed 5x faster than drywall, and ARC Riot's vinyl graphics were applied seamlessly for a premium look.

Key results

Increased Foot Traffic at Opening
Travelers who engaged with the QR codes visited the new retail stores 40% more than the airport's average foot traffic rate.

Brand-Consistent Aesthetic
The high-end retail expansion maintained a luxury feel despite ongoing construction.

Reusability & Cost Savings
SwiftWall® panels were repurposed for future projects, and new vinyl graphics were easily applied over existing barriers, eliminating waste.

SwiftWall® and ARC Riot have transformed temporary airport barriers into valuable branding, marketing, and revenue-generating assets

For more details on how SwiftWall® and ARC Riot can elevate branding and advertising in airport environments, visit: swiftwall.com