



SKIDATA Installations

Palladium Curitiba

Brazil

Shopping Palladium

The largest shopping mall in Curitiba, capital city of Paraná state, the Palladium has over 350 stores, including 20 major brand retailers, around 50 kiosks, a charming boulevard with eight restaurants – each seating 150 people – four additional restaurants and 26 fast food outlets to suit all tastes, in an expansive food court that seats more than 1200 guests. The facility covers a constructed area of 154,600 m² with 18 escalators and 13 elevators.

The parking lot stands out: three spacious floors and a covered area caters to 20,000 vehicles a day. An average of 1.5 million people pass through the Palladium every month, with more than 70,000 vehicles and 4,200 buses circulating the mall. Every feature at the Palladium has been carefully designed to ensure that the more than 1.5 million shoppers who visit it feel at home, boasting the city's largest variety of shopping, food, services and leisure options.



Project description

Grupo Tacla, the mall administrators, changed the old parking system into a more modern and reliable installation that can be integrated with third party systems. The goal was to improve vehicle flow and reduce lines at payment kiosks to encourage customer loyalty, including discounts for frequent users.

With the SKIDATA system, clients obtain a 20% increase in the number of monthly parking users in only two months of operation.

SKIDATA came to the rescue with the Power.Cash solution, allowing users to pay for parking without the need for personnel, reducing lines and operating costs. SKIDATA resolved the clients' issues by adding Power.Gate and Lite.Gate columns to reduce the amount of technical intervention and control flow, in addition to producing accurate financial reports.



SKIDATA's system at the Palladium has been praised for its robustness, reliability and innovative design, but especially because of its flexibility in configuring and offering a wide range of products for the end user, the shopper.



Today, several new products are sold to guests as a means of encouraging loyalty, including varying rates and discounts. Marketing initiatives and advertising are also used on the tickets and columns.

Facts & Figures

Client	Grupo Tacla
Project	Shopping Palladium
City	Curitiba (PR)
Installation date	2017
Capacity	2,257 parking spaces
SKIDATA products	<ul style="list-style-type: none"> • 9 Power.Gates • 11 Lite.Gates • 19 Barrier.Gates • 16 Power.Cash • 2 Manual.Cash
Solution implemented	Parking.Logic