



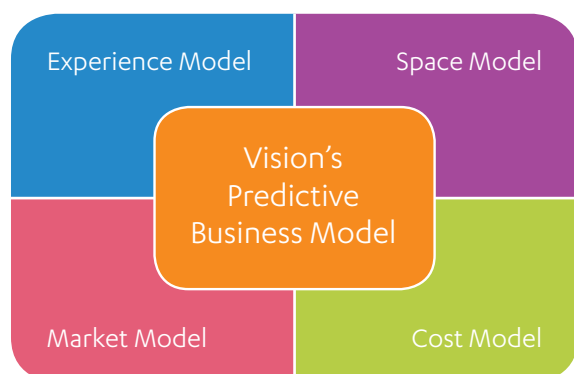
# Case Study: World of Wine, Porto

**A review of the development proposals and the supply of industry specific recommendations.**

## OVERVIEW

Wine regions are leveraging the benefits of an increase in wine and food tourism, and the excellent quality of Portuguese wine is recognised across the world. The owner of some of Porto's biggest wine brands, The Fladgate Partnership group were very well placed to develop World of Wine, a collection of experiences dedicated to the history and development of the industries that have shaped the city and region.

With an investment of 100m euros and a plan to transform 30,000sq metres of old port warehouses in Vila Nova de Gaia into a cultural complex, including unique experiences, restaurants, bars and cafes as well as shops, a wine school and a space for exhibitions and events, the Fladgate Partnership turned to Vision to evaluate their proposed plan. The brief was to ensure there was connectivity between the business plan, projected visitor numbers, revenue streams and the quality and level of visitor experience to be offered by the World of Wine.



## THE APPROACH

Vision, as independent experts, undertook a review of the original business plan and experience design documents produced by the World of Wine project team.

The evaluation interrogated the data and assumptions of 5 dynamics, to see if they were accurate and capable of driving the plans for a successful destination attraction of an internal scale. The proposals were benchmarked using Vision's market leading proprietary software and 25 years of relevant industry experience.

## THE RESULTS

Vision verified and benchmarked attendance forecast assumptions, visitor revenue assumptions, visitor experience and did a sense check on the overall capacity of the experiences and visitor flow included in the plans submitted by the World of Wine team.

The resulting recommendations about visitor experiences (type and dwell time), visitor flow, numbers and types of visitors made by Vision did mean that World of Wine could open in 2020 with confidence, and with an achievable target of 6% market penetration in the first year of operation.



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