

Complex Valdeburg

Results of Market Research

(Valdeburg project)

Girona, 27 June 2012

Complex VALLDEBURG - Results

1. TECHNICAL DATA SHEET

- 1.1 - Type of research: QUALITATIVE
- 1.2 - Technique used: GROUP MEETING (Focus Group)
- 1.3 - Client: Valldeburg Complex, Mr. Amat Carreras
- 1.4 - Objective: Feasibility of a multifunction complex project
- 1.5 - Date of conclusion : 22-06-12
- 1.6- Time: 8 p.m.
- 1.7 - Duration: more than 75 minutes
- 1.8 -Location: closed room at the Hotel Stella Maris de Blanes, with a circle of armchairs and 3 coffee tables in the center: perfect
- 1.9- RG driver: Toni Vinyes
- 1.10 - Number of attendees : 10
- 1.11 -Composition: 4 women and 6 men (8 people from Blandas himself): large couple, 2 middle-aged adults, 5 young people aged 20 to 30 and 1 boy aged 17.
- 1.12 - Degree of collaboration: excellent, the 10 participants.

2. THE REPORT

Based on an approach that could be described as ideal in terms of the number and suitability of the sample, the Group Meeting (RG from now on) developed very smoothly with an optimal level of collaboration on the part of all attendees and a still very homogeneous participation without anyone capitalizing on or over-conditioning the conversation.

Let it be noted that during the first part of the meeting the name of the conveners and, at all times, including the audience, they were told that it was only a study of market on "*the world of leisure to the area of Blanes*", without more specifications. As a curiosity, it turns out that people They talked to us only about "gratification", without explicit, which gives more merit to the interest to collaborate of the assistants.

We summarize, then, the evaluations that were agreed in the working session, with the express indication that the words in italics transcribe textual citations of the participants, the so-called *verbalisms*:

2.1. FIRST PHASE OF RG. After the presentations, the explanation of the mechanics of such a meeting and the brief description of the status of each, the topic was focused by discussing general issues on leisure in the area of Blanes, which did not necessarily appear or develop in the conversation in the same pre-established order of the dotted line (which we attach in annex):

2. 1.1. On leisure opportunities, the conversation soon focused on the subject of prices which, apparently, are priority at the moment crisis. Everyone was keen to take advantage of the weekly reduced rates and offers.

2.1.2. As far as the cinema offer is concerned, it soon became clear that Lauren was the only viable one (Sala Mozart is already only theatre), with some very specific complaints about location, high prices, discomfort and *3D projections that sometimes are not seen in 3D; and, on top of that, you can't even keep your glasses....*

2.1.3. The leisure alternative, except for the nearby nightclubs -Arena, Belize, Aqua, Las Vegas...-, youth have to look for it outside the Vila, as for example in Lloret de Mar, Tordera, Malgrat, Mataró... *and even in Girona or Barcelona if we want to be updated with some "premieres"*. In addition, old people, today have few leisure options when going out to dinner: *we will not get into a disco!...*

2.1.4. When asked specifically about the impact of the crisis on leisure, they insist that everything is very expensive, that there are many people unemployed and that the *youth of today do not have a hard... Regarding Inditex, they felt that it would not bring more people to Blanes, but only give work to the unemployed here.*

2.2. SECOND PHASE , in which it was made clear who was the convener of the meeting, Mr. Amat Carreras, with the project of the **Complex Valldeburg-**, person to whom they stated not knowing any of the 10 gathered. Then I explain the planned location ,which everyone recognized when looking at the plans (ah, yes, Isozaki Island!) and found it excellent-, and also of the technical particularities with the help of photos that were circulated: 5 rooms, separation walls, technology...

2.2.1. Asked about the proposed prices between 9 and 11 €, but with 20 titles/week, facility for the disabled, etc, they agreed that they are expensive (*depending on the film, it is clear*) and that you will have to take advantage of the cheap days. Very well looked, *but, you save travel and you can park well if you go by car...*

2.2.2. As far as the name of the Complex was concerned, they did not know the name VALLDEBURG and did not find it ugly or difficult to remember. To them, other names of place names such as *La Plantera, El Racó d'en Portes or La Senda del Molino*. By encouraging them to propose some alternative denomination, they suggested without problems the already proposed "**Valldeburg Complex**". *If we have been able to learn Japanese -with Isozaki-, we can also learn this name...*

2.2.3. They considered the planned location perfect for the Complex, with good walking access from any point of Blanes. It can be considered "village center"...

2.2.4. When asked about whether this new complex would be a direct competition to the Lauren, they felt *that yes, absolutely, and surely they would notice... Here, in addition, were reproduced the complaints already mentioned about these 10 rooms, especially the great distance, the little light at night to the area, etc*

2.2.5. When assessing whether there is enough fixed or floating population in the area to feed the project, estimated the population of Blanes at more than 45,000 inhabitants (40,300 officers in the 2009 census). While in winter there was very little play activity in the area, they considered that the *Complex would be a good claim to attract more people from the environment, even from Girona and Barcelona, and we don't talk about summer anymore... There's a lot of people from Barcelona who have second residence to Blanes and also foreign people, even though they now have no money to stay all weekend and come and go the same day...*

2.2.6. They found the proposal to make film sessions in different languages, *not for tourists, but to go to learn or practice languages very appropriate.*

2.2.7. At first it seemed that they were not too happy about the possible morning sessions -except on the weekends- and they did not want to start the sessions from 3, except for sessions with languages for foreigners. *At 4 o'clock is fine, it's time you meet friends after lunch. Anyway, you get used to the one they offer you...*

2.2.8. Regarding the future of cinema in front of the domestic media, they considered that they would never make too much shade, because the youth wants to see good premieres, *but above all to be able to go out with the gang, and you can't compare the spectacularity of the cinema with any domestic equipment, in the face of the image and sound offered by modern cinemas.*

2.2.9. They valued the seasonal as very remarkable, but they pointed out that it would be good for *someone to think about the offer of shows or other things besides cinema.*

2.2.10. When considering a small game consisting of ordering the interest from the highest to the lowest of a set of signs with the possible functions of the Complex, the rather surprising result-after much debate was this:

- 1) Parking. (by absolute majority)
- 2) Auditorium.
- 3) Cinema.
- 4) Rent rooms. (dance, pilates, football by TV...)
- 5) Conventions.
- 6) Congresses.
- 7) Information to the tourists.
- 8) Videoconferencing.

2.2.11. They considered that the equipment, both internal and external to the Complex, will be of great importance for its success.

2.2.12. They pointed out different interesting services: fast food establishments, a playground and *better a nursery for children while parents go to the cinema, bars, popcorn...*

2.2.13. By focusing even more on the subject of parking, they considered that it was not only advisable in summer, but thanks to its location it was also very interesting in winter and no longer *say while the fires of Blanes last...*

2.2.14. As regards the promotional investment that would be required for to launch such a project, they trusted the mouth-mouth of the Blanquenses (everyone will realize she's getting fat), *but that it would be good to advertise it with brochures to travel agencies, hotels, campsites, town halls, tourist offices, etc, of Blanes and outside de Blanes.*

2.2.15. Insisting that they think of some advertising or communication promotion for the Complex, insisted with the brochures, but also spontaneously proposed the construction of a very spectacular and above all living website, that was connected to the most relevant social networks, from which information was provided with languages about the sessions, prices and titles of the week, as well as other alternative events that might be available.

3 - THE CONCLUSIONS

We summarize below the main conclusions that, in our opinion, emerge from this RG held at the Vila de Blanes:

3.1 As far as the question is concerned, do you ***think this project is viable?*** - which was explicitly asked at the end of the session.

We note that at no time did the meeting consider the feasibility and assumed that it was a project not only feasible and cost-effective, but necessary for Blanes and its surroundings.

3.2 It appears that the name ***VALLDEBURG COMPLEX*** can be successful..

3.3 The priority given to **parking** is remercable.

3.4 Special attention should be paid to the alternative functions of the Complex in addition to the cinema.

3.5 The success of the project may depend largely on the **set of ancillary, internal and external equipment.**

3.6 In addition to mouth-mouth, a promotional investment in **brochures** and a live informative website **would be advisable.**

Annex: DOTTED LINE RG 22/06/12:

1st PHASE:

- 01) Welcome and presentations
- 2) Explanation of what an RG is. Start recording
- 3) We talk about leisure in general and cinema in particular
- 4) We value establishments
- 5) What impact does the economic crisis have on leisure in the area?

2nd STAGE:

- 6) The project Complex Valldeburg (5 rooms, separation sales, technology, price from 9 to 11 €, 20 movies/week, disabled...)
- 7) What do you think of the name of the complex (Valldeburg complex)?
- 8) Is it suitable, the place?
- 9) Are the theaters serious about a direct competition, Lauren? Why?
- 10) Is there enough population -fixed or floating- in the area?
- 11) From where it is expected more public: from the vicinity, from BCN or from abroad?
- 12) Are projections in different languages necessary?
- 13) Opening hours: morning sessions? Start at 15 or 16 h?...
- 14) How does the future of cinema look in the face of domestic media?
- 15) Is seasonality very important in such a business?
- 16) Impact of the economic crisis? Inditex?...
- 17) Format with + future?: cinema, auditorium, conventions and congresses, room rental, videoconferences, parking, tourist info... (command)
- 18) To what extent can attachments help success?
- 19) What services or curiosities could make the visit more attractive?
- 20) Is an underground parking lot interesting in summer? And in winter?
- 21) Would a project like this need a lot of promotional investment? Or just mouth-mouth ?
- 22) Which advertising or communication promotion could be more appropriate?...
- 23) Thank you, farewell... **and envelopes!**