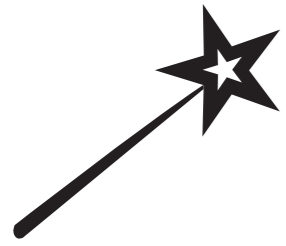




PRELIMINARY MASTERPLAN
FEIRA POPULAR

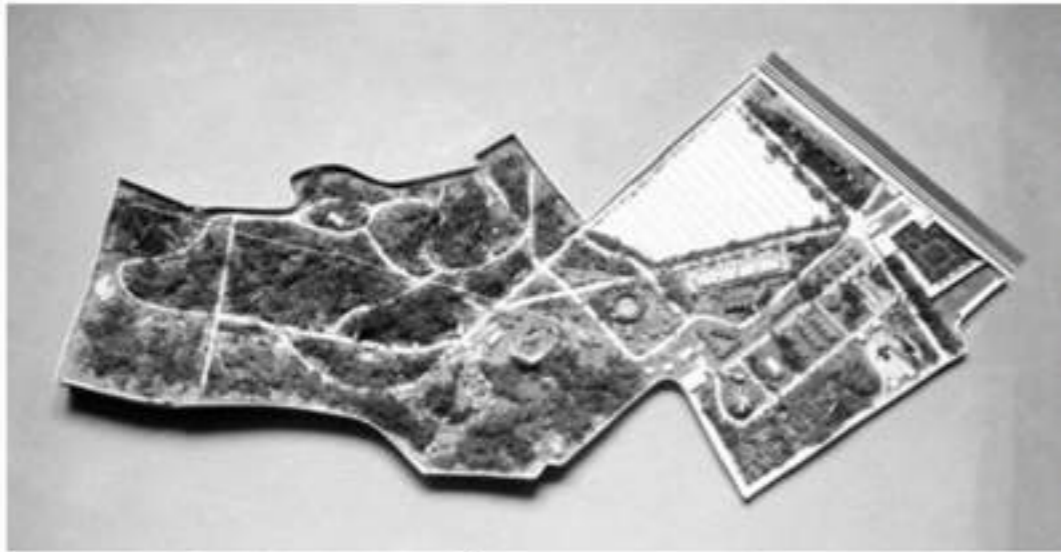
OCTOBER 2015

HISTORY

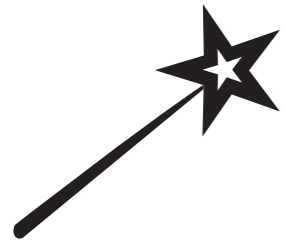


HISTORY

FEIRA POPULAR



The Feira Popular started in the 40s of the previous century and had attracted the crowds. Famed in the Lisbon area, and entertaining for all. In the 60s the fair had moved to a new area, inside the city centre. Entrecampos hosted the fair, but slowly it moved away from traditional towards the modern fair. In 2003 this came to an end with the closure of the Feira Popular.

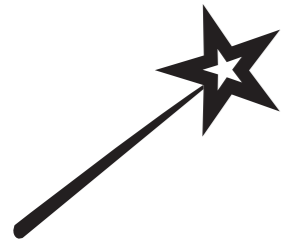


HISTORY

FEIRA POPULAR



The transition of the Feira Popular is clearly visible in the design of the graphics and decorations. The visual style of the decorations, designed by Albertino Pereira da Silva, gave the park a signature style. Through the years the style has changed, and has become less prominent in celebrating its own identity.



PALHAVÃ

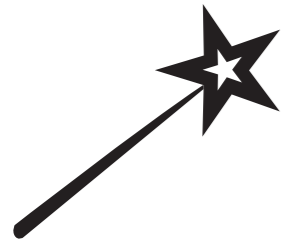
FEIRA POPULAR



Not only did the move to Entrecampos mean the style of the park changed, the park focussed a lot more on the attractions.

The visual style changed towards a crowded fair with lots of a multitude of lights.

Slowly the fair has lost its characteristic style, resulting in a close in 2003.



ATTRACTIONS

FEIRA POPULAR



The Feira Popular traditionally had a few key rides or attractions. These include:

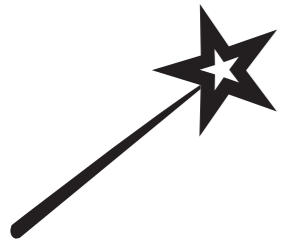
- The Wall of Death: the man with the motorcycle riding on the walls
- The Ferris Wheel
- A flume ride
- A spinning and flying ride

- The Bumper cars
- A looping coaster
- Wave swinger
- The haunted house

CONCEPT

NOVA FEIRA POPULAR





TARGET AUDIENCE

FAMILY & THRILLSEEKERS

FAMILY

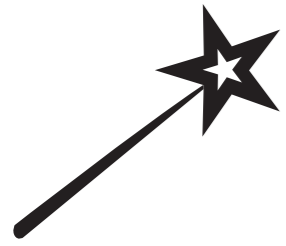


THRILLSEEKERS



The fair would consist of attractions to entertain the masses. However, we could distinguish two major target groups: the Family and the Thrill seeker. The family would be attracted to the more gentle and friendly rides, situated in a more romantic and traditional environment.

The Thrill seeker however, is more interested in excitement, challenges, high speeds and adrenaline rides. The thrill seeker demographic tends to coincide with the teenager audience.

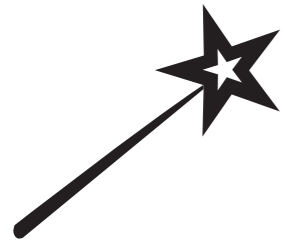


FAMILY AREA

VISUAL STYLE



The family area of the new Feira Popular will feature the style of the classic fair. All rides in this zone will be designed so they are linked, tying them together forming a cohesive area that is a comfortable place to stay. The decorations, the typography, the colours, the lights. Everything has to follow a design that would celebrate the look & feel of the traditional fair.



THRILL AREA

VISUAL STYLE



The new Feira Popular would also need to attract the thrillseeker. It will feature classic rides that look less gentle, but a lot more extreme. In a modern park these rides need go a step further, reaching new thrills and new heights. The shapes and colours are a lot more extreme, but still they would need to celebrate a cohesive style. This part of the park can communicate 'fun' in a simple but effective way.

FAMILY

THRILLSEEKER

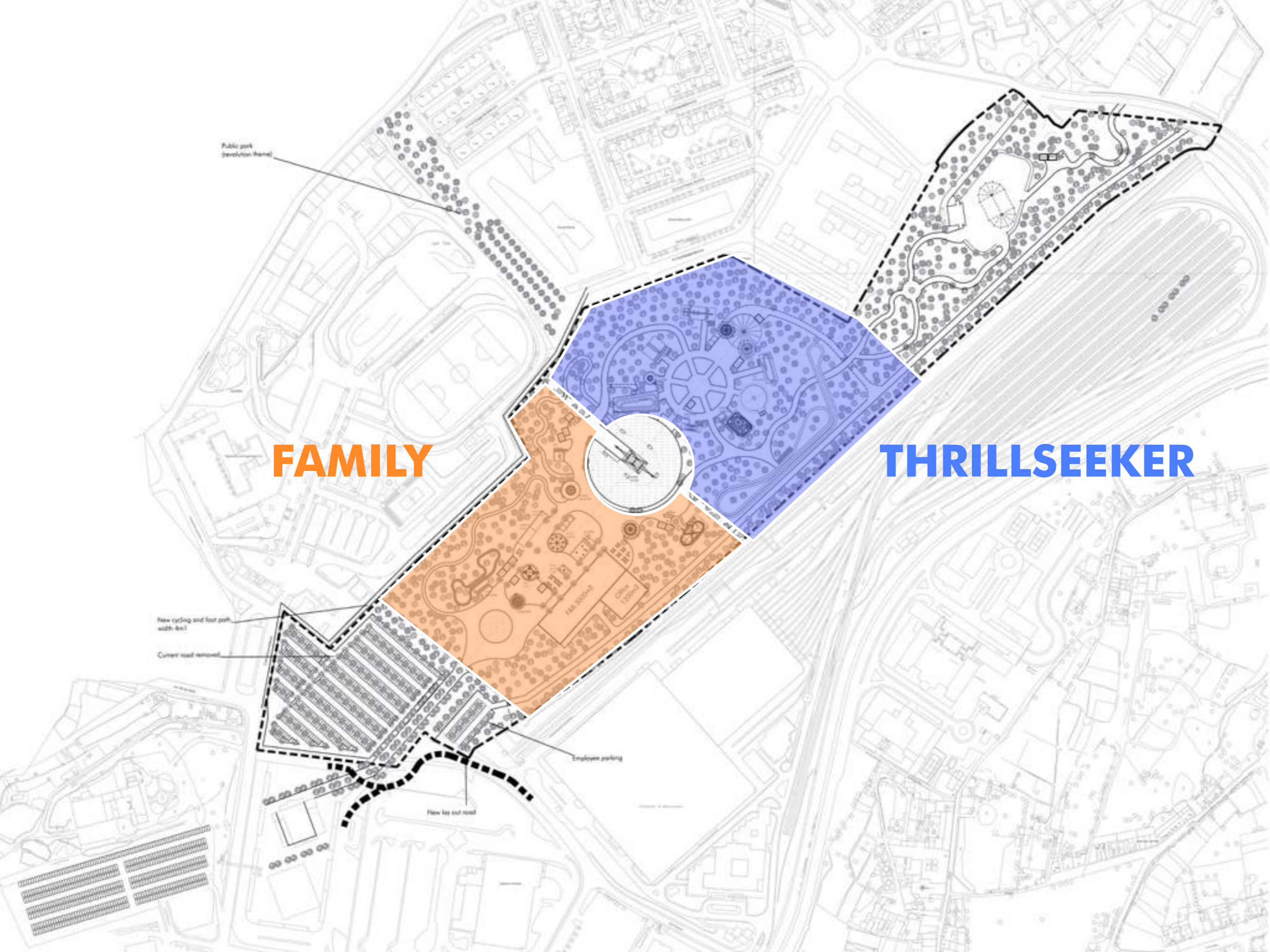
Public park
(revolution theme)

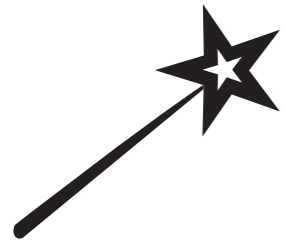
New cycling and foot path
with 4m1

Current road removal

Employee parking

New lay out road



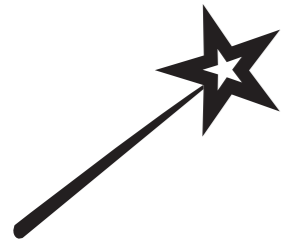


NATIONAL CULTURE

PORTUGAL



Portuguese culture has a selection of promising architectural elements, patterns, colours and traditions. These components help characterise the park as being a Portuguese park rather than any other. It celebrates Portuguese culture and would help to attract the tourists at the same time. The Calçada Portuguesa, the Azulejo mosaic tiles, and the bright colours form great ingredients for a cheerful environment.



RESTAURANTS

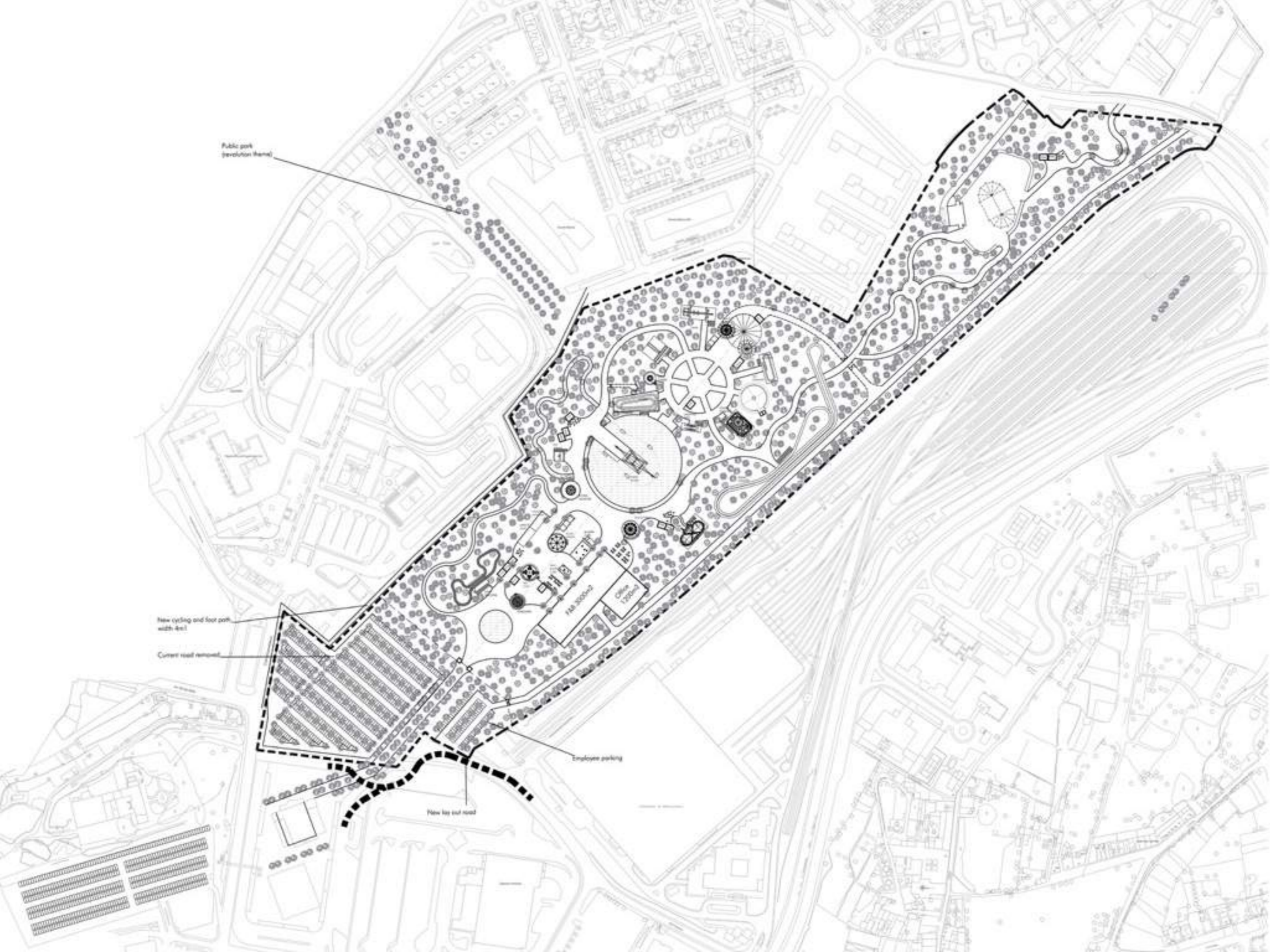
MERCADO



The mercado, the Portuguese food market, is a great type of restaurant that has great potential inside the Feira Popular. Both the Feira Popular and the Mercado attract the masses, not matter the social background of the audience. The mercado is a popularised type of dining, serving the families and friend groups. This type of restaurant can be designed to follow the style of the park, and would probably be best situated in the traditional romantic fair area.

PRE-MASTERPLAN





Public park (evolution theme)

New cycling and foot path with 4m

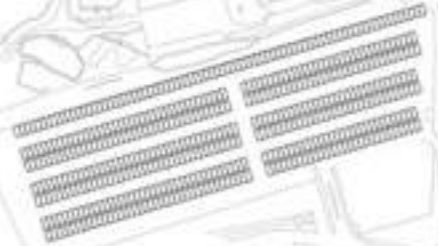
Current road removed

Employee parking

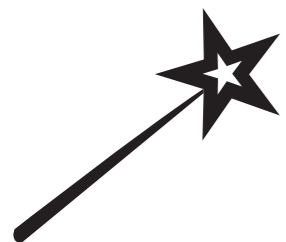
New lay out road

17A 300sqm

Office 1200sqm



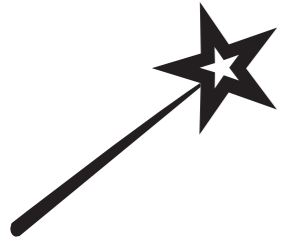
ECONOMICS



PROJECTIONS

PER CAPITA SPEND & EARNINGS

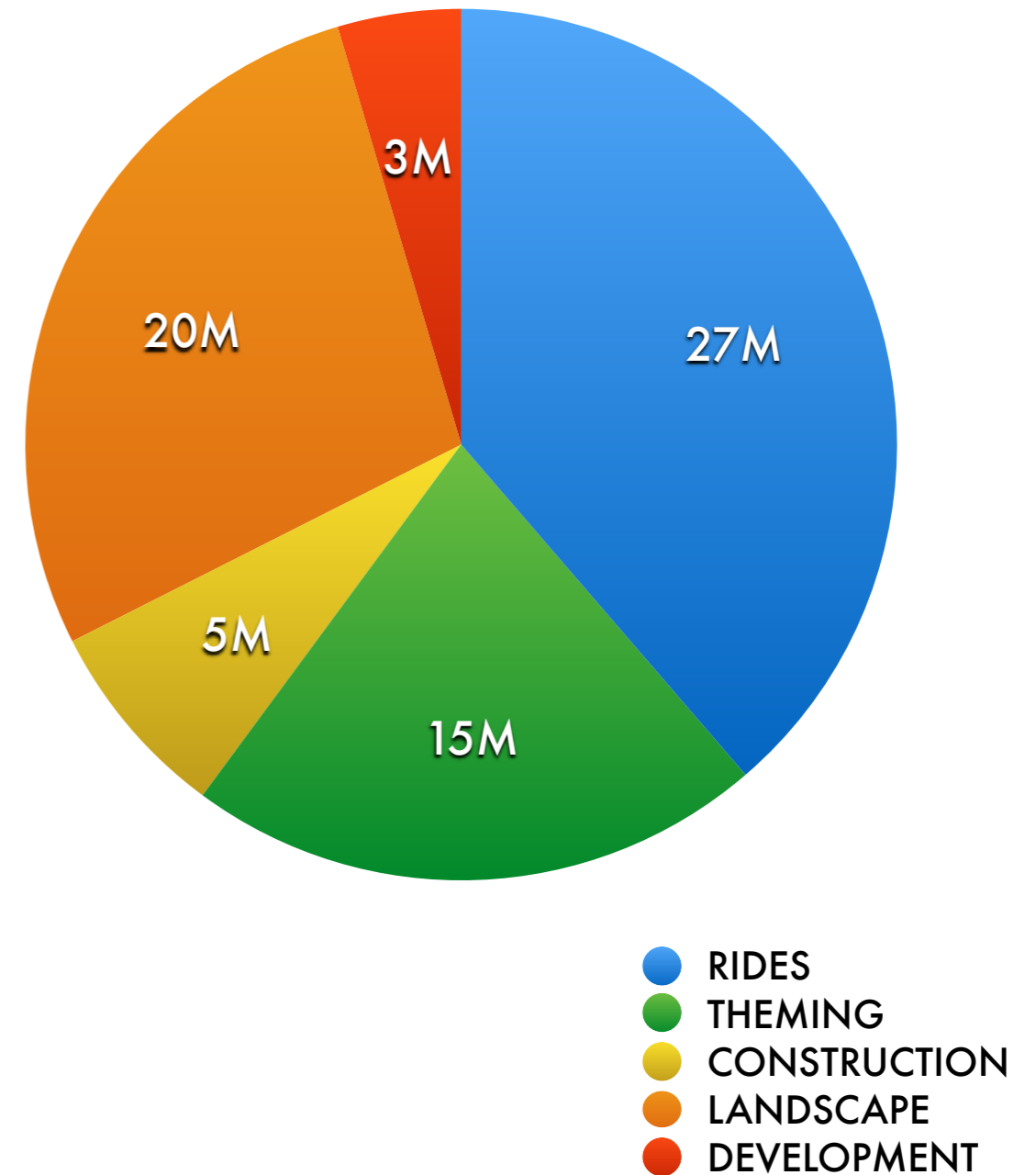
	2018	2019	2020	2021	2022
VISITOR NUMBER	800.000	900.000	1.000.000	1.200.000	1.400.000
PROJECTED PER CAPITA SPEND					
SPEND ENTRY TICKET	€ 2,00	€ 2,00	€ 2,00	€ 2,00	€ 2,00
SPEND RIDES & SHOWS	€ 10,00	€ 10,50	€ 11,03	€ 11,58	€ 12,16
SPEND F&B	€ 6,00	€ 6,30	€ 6,62	€ 6,95	€ 7,29
SPEND MERCHANDISE	€ 2,00	€ 2,10	€ 2,21	€ 2,32	€ 2,43
TOTAL	€ 20,00	€ 20,90	€ 21,85	€ 22,84	€ 23,88
INVESTMENT	€ 70.000.000				
EBITDA					
OPERATING REVENUE	€ 16.000.000	€ 18.810.000	€ 21.845.000	€ 27.404.700	€ 33.430.758
COST OF GOODS SOLD ⁽¹⁾	€ 2.400.000	€ 2.835.000	€ 3.307.500	€ 4.167.450	€ 5.105.126
GROSS MARGIN	€ 13.600.000	€ 15.975.000	€ 18.537.500	€ 23.237.250	€ 28.325.631
OPERATING EXPENSES ⁽²⁾	€ 11.796.300	€ 12.150.189	€ 12.514.695	€ 12.890.136	€ 13.276.840
EARNINGS	€ 1.803.700	€ 3.824.811	€ 6.022.805	€ 10.347.114	€ 15.048.792
PERCENT OF REVENUES	11,27%	20,33%	27,57%	37,76%	45,01%



BUDGET ALLOCATION

DIVISION OF COSTS

	TOTAL COST	
RIDES	27.080.000	
Rides		26.400.000
Rides Foundations		680.000
THEMING	15.000.000	
Theming & decoration		15.000.000
CONSTRUCTION	5.205.000	
Buildings		5.205.000
LANDSCAPE	19.510.000	
Site preparation		1.890.000
Underground Infrastructure		2.000.000
Retaining walls Basic constructions		500.000
Landscaping		15.120.000
DEVELOPMENT	3.206.500	
Design & Engineering		3.206.500
	70.001.500	
* Based on 18.9 Ha site and 6300 m2 buildings		



BIRDSEYE

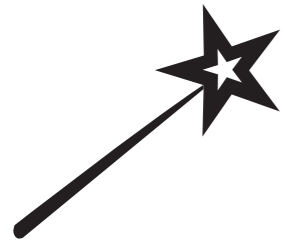








RIDES SELECTION

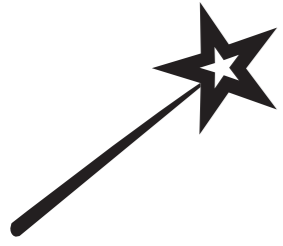


RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

GIANT WHEEL



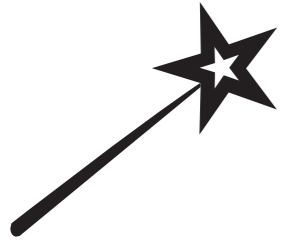


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

DROP TOWER



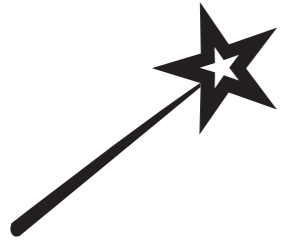


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

SWING TOWER



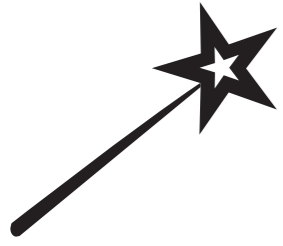


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

LOOPING SHIP



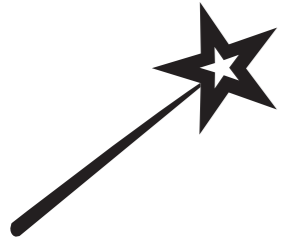


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

4TH DIMENSION COASTER



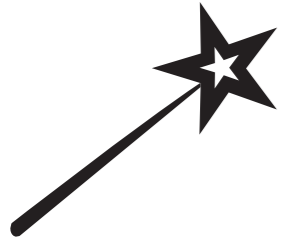


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

FLUME RIDE



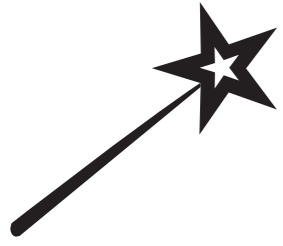


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

SINGLE LOOP COASTER



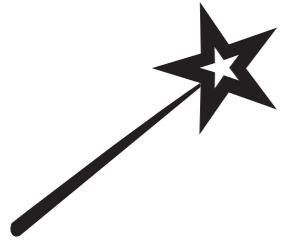


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

SCENIC COASTER



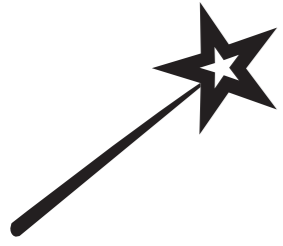


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

CYCLON COASTER



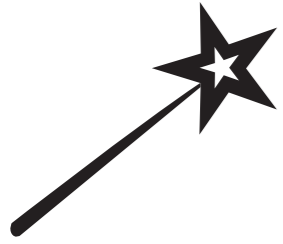


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

TOWER COASTER

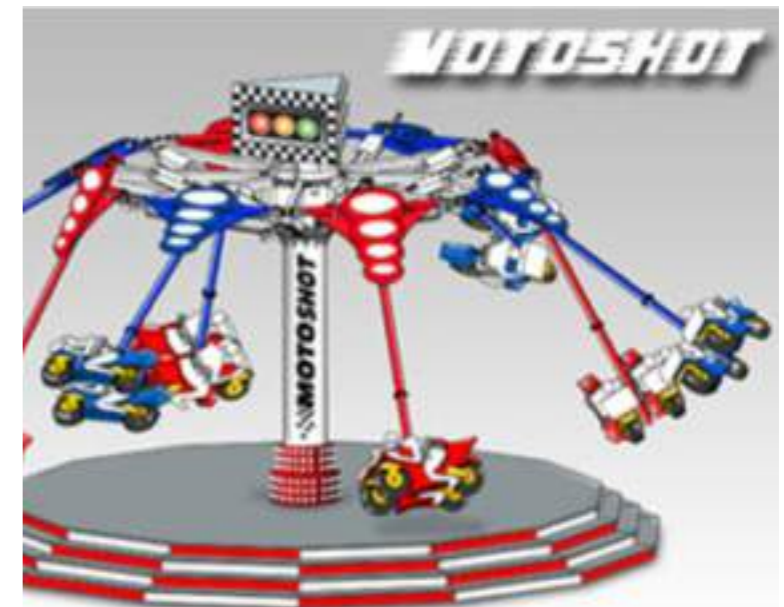


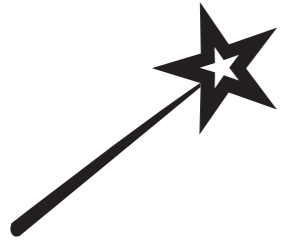


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

MOTOSHOT RIDE



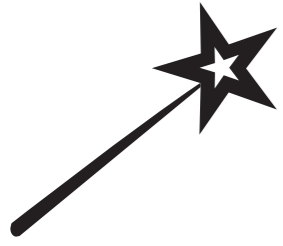


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

MOTOSHOT RIDE

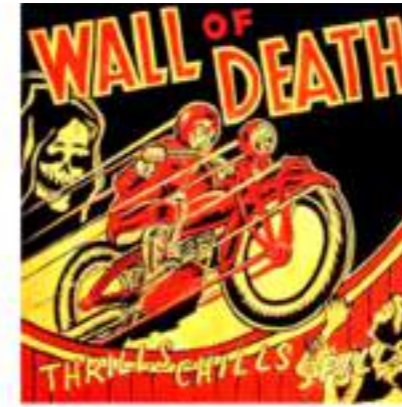


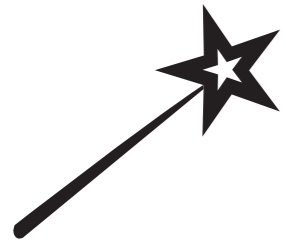


THRILL RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

STUNT SHOW



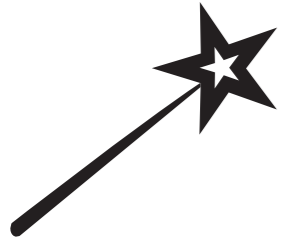


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

CAROUSEL



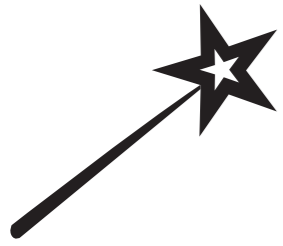


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

MUSIC EXPRESS



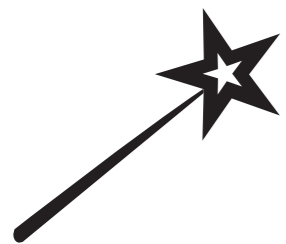


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

BUMPER CARS

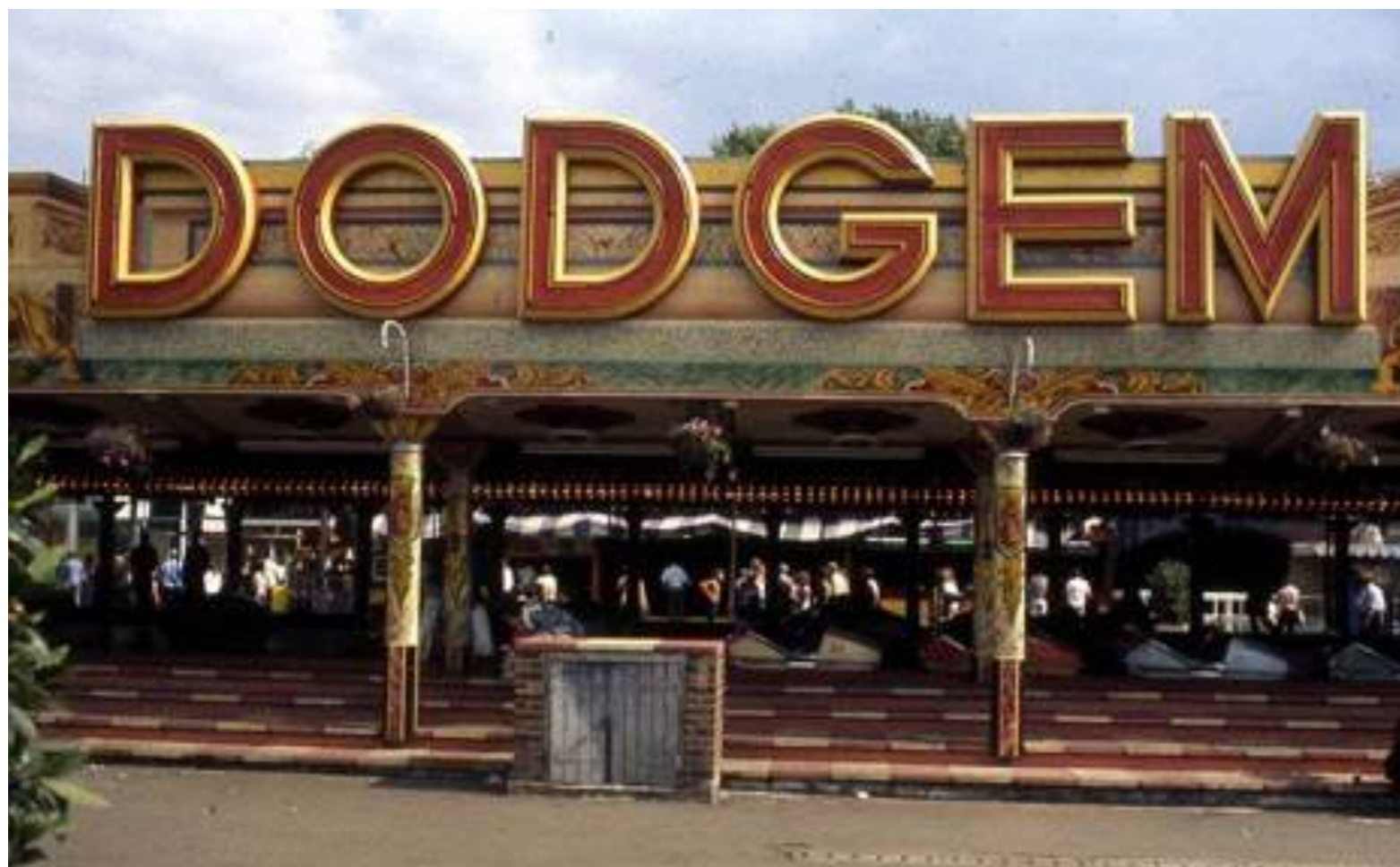


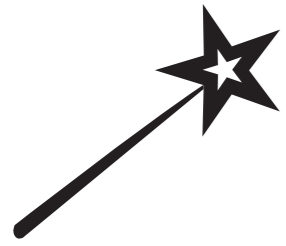


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

MINI BUMPER CARS



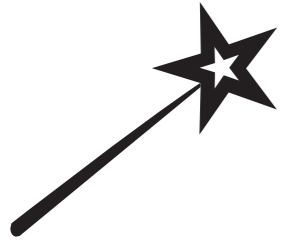


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

TELECOMBAT RIDE



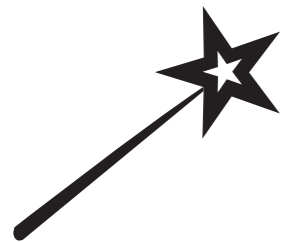


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

FLYING SCOOTER



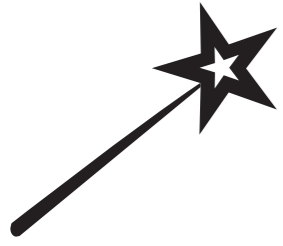


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

KIDDIE COASTER



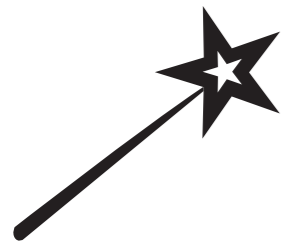


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

HORSETRACK RIDE



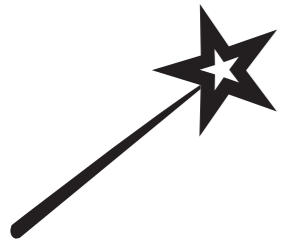


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

MIRROR MAZE



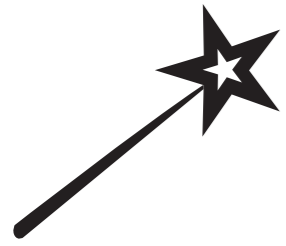


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

MUSIC EXPRESS



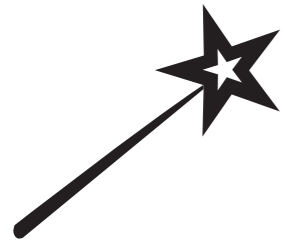


FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

MIDWAY GAMES





FAMILY RIDE SELECTION

ATTRACTIONS OF NOVO FEIRA POPULAR

SHOOTING GALLERY





FEIRA POPULAR