

PORTUGAL

CONCESSIONS

The Group currently operates the following concession spaces: Serralves Museum, Casa da Música, Crystal Palace, Almeida Garrett Library, VOG Tecmaia, Exponor and Campanhã CP Station.

SUGESTÕES & OPÇÕES

Overall turnover stood at 2,4 million euros, 5% less than in the previous year. Despite this drop, the business recorded improvements in the quality and profitability of operations.

Actions to train employees in attendance, quality and control of operations decisively contributed to that objective.

All units in this business are marked by characteristics that make them very different from each other, not only due to their respective public, but also to the needs they aim to meet. It is therefore vital to correctly segment the consumers and their needs. This obliges us to design an offer that responds to those expectations and allows us to fulfil them.

In 2011 the Blue Café unit at Campanhã were awarded with the ISO 22000 certification, joining VOG, the two units have been certified in the Concessions business, at the end of the year.