



Factsheet FloriWorld

Start planning phase	2015
Start development concept	Mid 2017
Start production attraction	Mid 2018
Start construction	Spring 2019
Completion of building	Spring 2020
Pre-opening	Spring 2020
Grand Opening	May / June 2020
Surface attraction	3.000 m2
Surface mainbuilding	3.500 m2
Total investment	EUR 29 M
Capacity attraction	420 visitors per hour
Leadtime visitors	70 till 90 minutes
Number of visitors	Minimum of 350.000 a year
Opening times	365 days a year
Number of experience rooms	14
Main events	Welcome Me Plaza Immersive Room Daan the Movie Personal Experience Bloom Gallery Auctionroom
Starring	Flowers and plants
B2B facilities	Meeting rooms / workshops areas Presentation rooms Private dining & banqueting
Sky Lounge	Reception & congresses
Office 3rd floor	Flower Council of Holland
Arrangements	Combi-tickets visiting the Flower Auction Weddings Loyalty campaigns Flower of the Week Research innovations And many other collaborations with our partners