

FEASIBILITY STUDY AND CONCEPT DEVELOPMENT

STAUSEE BAUTZEN



Source: Wenzel Consulting Aktiengesellschaft, Hamburg; own photo, 2003

Client:	Betriebs- und Beteiligungsgesellschaft Bautzen (BBB), Bautzen
Year:	2003
Location:	Stausee Bautzen (Saxony), Germany

Brief Description:

Between the mid 90's and 2002 an operator planned the realization of the Holiday Park Oberlausitz with extensive infrastructure at the location Bautzen. Due to the financial basic conditions this project couldn't finally be realized, in addition the availability of public grants of the country Saxony ended then. Since June 2003 the holding company BBB is occupied with the development of the 56 ha area.

In the years 2001 and 2002 the plausibility of the project Holiday Park Oberlausitz was checked by Wenzel Consulting. The necessary relaunch of the total de-



velopment due to the changed basic conditions as well as new project participants let BBB hire Wenzel Consulting in September 2003 to check the new concept idea for its feasibility, to provide improvement suggestions and to define concept supplements/extensions.

For the given main attractions the economic feasibility was roughly analyzed. Subsequently, suggestions on the further organization of the development company and on possible operating models were compiled.

Tasks:

- Trend Analysis for the Tourism and Holiday Park Market
- Analysis of the Demand Potential
- Competition Analysis
- Plausibility Check of existing Concept Ideas
- Concept Development
 - Selection and Description of suitable Leisure Offers
 - Benchmark with Reference Projects
- Rough Economic Analysis
- Recommendations regarding Operating and Organizational Models