

ONGOING CONSULTING

GIANT WHEEL, BERLIN



Source: Draft for change of B-Plan, July 2006, Internet O2 World, Senatsverwaltung für Stadtentwicklung Berlin

Client: Steiger OHG, Bad Oeynhausen

Year: Since 2004

Location: Berlin, Germany

Brief Description:

As one of Europe's leading operators of big wheels Steiger OHG is planning to implement and to operate the worlds highest giant wheel in Berlin.

Wenzel Consulting is supervising Steiger OHG since 2004 in searching the ideal project site and was commissioned in 2006 to evaluate an area directly adjoined to the new O₂ World Arena (under construction). Also the chances and risks of this combination of destinations were examined and the profitability was analyzed. Wenzel Consulting is further consulting the ongoing realization process.

Tasks:

- Site Analysis
- Visitors Projection
- Profitability Analysis
- Ongoing Consulting