

## FEASIBILITY STUDY

### LEISURE DESTINATION “THE PARK”, ETYEK IN HUNGARY



Source: EEA Architekten

Client: Protacon Kft., the management company of the Talentis Group, Budapest

Year: 2008

Location: Etyek, Budapest Region, Hungary

#### Brief Description:

In the next ten years “The Park” – a new leisure, tourism and short break vacation destination in CEE is going to be realized in the western part of Budapest. The development is managed by the Talentis Group.

“The Park” is part of the total development of Talentis and includes wellness and spa facilities, sports and entertainment offers, waterpark, hotels, an elderly home park, apartments as well as conference and congress facilities.

Wenzel Consulting was hired with the examination of the feasibility study of the “The Park”. In a next step Wenzel Consulting created an operator brochure with the results of the feasibility study to take up contact with brand/chain operators for the main components of “The Park”.



Tasks:

Phase I:

- Feasibility Study
  - Site analysis
  - Demand analysis (inhabitants and tourism market)
  - Concept evaluation
  - Describing of potential partners

Phase II:

- Acquisition of joint venture partners
  - Creation of an operator brochure
  - Approach of potential investors and operators