

OPERATOR SELECTION PROCESS

TOURISTIC DESTINATION SCHLOSS LAUFEN/RHINE FALLS



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Client: Bellprat Associates, Zurich

Year: 2008

Location: Dachsen, Switzerland

Brief Description:

The castle Schloss Laufen and the Rhine Falls are very famous and popular touristic attractions in Switzerland. Nevertheless the visitor figures are declining since the last 30 years. The changing travel and leisure behaviour of the visitors, a completely altered competition and – at least – since years missing measures for the increasing of the attractiveness of the site were identified as main causes for this.

As the owner of the facility canton Zurich initiated an architectural and concept competition.

Winner of the architectural competition for the new visitor center was Leuppi & Schafroth Architekten AG, Zurich, winner of the competition for the touristic staging concept Schloss Laufen at Rhine Falls was the outline of Bellprat Associates AG, Zurich. With the implementation of the touristic master plan the visitors duration of stay should increase and the natural spectacle Rhine Falls should be established as a classified TOP50 destination of Switzerland.

In a further project phase potential operators were invited to take part at the tendering procedure for the operation of the facility. Bellprat Associates commissioned Wenzel Consulting with the consulting assistance in this procedure.

Tasks:

- Market and Site Analysis
 - Analysis of the Micro Site
 - Analysis of the Catchment Area
- Plausibility Check of Parameters like
 - Potential of the Demand in the relevant Catchment Area
 - Visitor Prognosis
 - Investigation of the Visitors Progresses during the year
 - Investigation of the Surface Area and Capacity Requirements
- Analysis of the Profitability
 - Investigation of the projected Visitors of the different Profit Centers
 - Predicted Turnover for the different Profit Centers
- Consulting Assistance in the Tendering Procedure
 - Identification of potential Operators
 - Evaluation of the Concepts
 - Attendance at the selection procedure