

DEVELOPMENT ANALYSIS

LEISURE INFRASTRUCTURE IN DUISBURG



Source: Innenhafen Duisburg Entwicklungsgesellschaft mbH

Client: Duisburg, City Management
Year: 2001
Location: Duisburg (North Rhine-Westfalia), Germany

Brief Description:

The purpose of the study was to establish a stronger positioning of the city of Duisburg by leisure projects and measures. For that the making of a leisure mark of the city center of Duisburg stood in the center of the strategic development.

The assessment of the quantitative and qualitative satisfaction of requirements and the formulation of development options for the different leisure segments were based on the evaluation of the relevant demand determinants and a comprehensive inventory analysis at the macro location.

Apart from the adaptation of fundamental studies of the recreational value of large German cities a benchmarking analysis of the leisure infrastructure equipment by comparison cities was accomplished. Parallel to this the determination of the perceptible positioning of the leisure market of Duisburg was carried out.

For the implementation of the investigated development options of the leisure economy at the location Duisburg 13 urban areas were examined regarding their potentials in leisure development.

Based on the results of the first performance phase the development of a brand identity (phase II) and the derivation of recommendations and project definitions

for the development of the leisure infrastructure of Duisburg (phase III) were carried out.

For the arrangement of the main headstrategy a detailed measure catalogue was compiled, which contained the definition of concrete master projects for the location Duisburg as well as the representation of project ideas and reference examples. With the formulation of the measure catalogue the goal was pursued to express concrete recommendations for action to stabilize the leisure identity and positioning of the city as an experience location.

For to coordinate the results with the relevant institutions of Duisburg and for the consideration of specific requirements of the region workshops with representatives of relevant departments were carried out accompanying the treating of the projects. In addition intensive discussions with decision makers of the leisure economy of Duisburg were led. For checking out the chances of implementation of the defined projects an operators and experts workshop was organized.

Tasks:

- Trend Analysis Leisure Market and Leisure Behavior
- Analysis of the Catchment Area
- Analysis of the Competition
- Benchmarking Analysis
- Analysis and Evaluation of different Development Areas
- Development of a Leisure Brand Strategy/Identity and/or a Topic Roof for the Experience Location Duisburg
- Arrangement of the Experience Conception by Basis Experience Fields and Experience Values, which ensure an Implementation of the Topic Roof Strategy
- Transmission of the Basis Experience Fields and Experience Values into a Spatial Leisure Development Concept (Experience Positioning of the Leisure Locations of Duisburg)
- Definition of Master Projects (Description on the Basis of the Conceptual Adjustment as well as on the Basis of Characteristic Numbers)
- Conceptual Arrangement of a Measure Catalogue with numerous Project Ideas
- Operators and Experts Workshop