

**FEASIBILITY STUDY KNEISSL STAR RESORT
GOLDECK, SEETAL/CARINTHIA (AUSTRIA)**



Source: Public offer of a reward of Kneissl Tirol GmbH/Kneissl Star Resort AG

Client: Kneissl Tirol GmbH/Kneissl Star Resort AG
Year: 2009
Location: Goldeck (Seetal/Carinthia), Austria

Brief Description:

Kneissl Tirol GmbH is planning the worldwide implementation of several five-star "Kneissl Star Resorts", which are characterized by a wide sports and spa offer concept. After the successful realization of the prototype in Austria, the new product should be multiplied under the "Kneissl Star Resort" brand at other destinations in Austria, in Scandinavia but also in South America.

In cooperation with PKF hotel experts, Vienna, Wenzel Consulting was involved in the feasibility study and the concept development of the "Kneissl Star Resort" in Goldeck. In the scope of the analysis Wenzel Consulting developed the wide sports concept, which is containing the existing offers of the region. Hereby the



sports concept is particularly making a mark in the intensive experience of the elements snow, stone, air, water and earth.

On 2009, October, 10th the Grand Opening of the first Kneissl Star Lounge took place in Innsbruck, Austria.

Tasks:

- Concept Workshop with the Client
- Feasibility Study
 - Analysis of the Competition Leisure and Sports Offers
 - Benchmark Hotel-SPAs
 - Guidances for an All Year Destination
 - Product Development: Sports Concept of the Resort
 - Product Development: SPA and Fitness Concept
 - Product Development: Kneissl Star Lounge (extern Gastronomy)

Additional information can be found here: www.kneissl.com