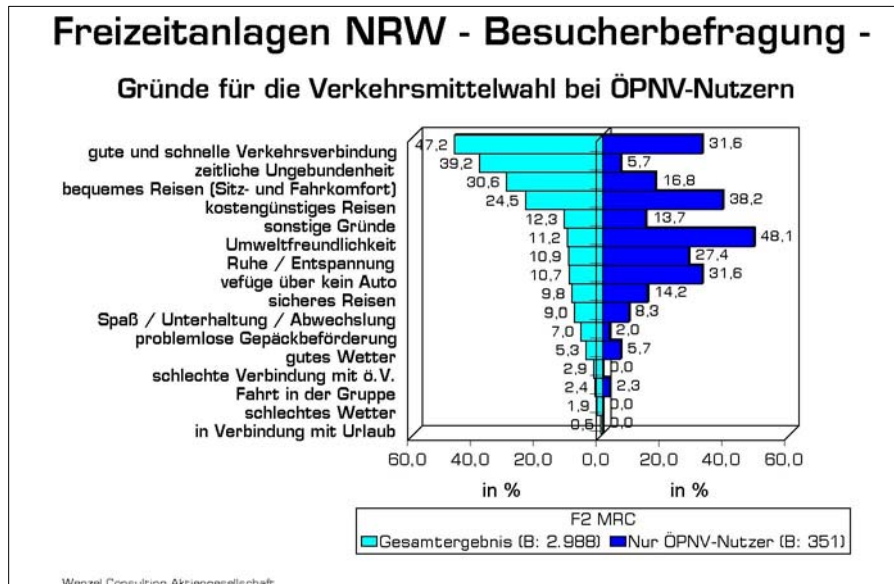


**ANALYSIS OF LOCAL PUBLIC TRANSPORT
FOR LEISURE FACILITIES IN NORTH RHINE-WESTFALIA**



Source: Wenzel Consulting Aktiengesellschaft, Hamburg; 1993

Client: Ministerium für Stadtentwicklung und Verkehr Nordrhein-Westfalen (MSV), later: Ministerium für Städtebau und Wohnen, Kultur und Sport des Landes Nordrhein-Westfalen (MSWKS)

Year: 1992 – 1993

Location: North Rhine-Westphalia, Germany

Brief Description:

Study of transportation coverage of ten large leisure facilities in North Rhine-Westphalia and derivation of a catalogue of actions to increase the attractiveness of public transport (ÖPNV) in leisure transportation.

Tasks:

- Market and Demand Analysis
- Market Research (Guest Surveys, Expert Discussions)
- Development of an Offer Concept
- Marketing Conception
- Market Positioning and Experience Conception
- Offer Optimization and Expansion Planning