

REGIONAL ECONOMIC EFFECTS

MOTORSPORT RESORT NÜRBURGRING



Source: www.nuerburgring.de

Client: Mediinvest GmbH, Düsseldorf
 Year: 2007
 Location: Nürburg (North Rhine-Westphalia), Germany

Brief Description:

Nürburgring is the most famous German destination for motorsports and counts with approx. two mio. visitors p.a. to the most frequented leisure offers in Germany.

The operator of the race track, Nürburgring GmbH, plans the extension of the rang of offers, whereby esp. those modules should be developed, which are independent of the decisions of the motorsports associations. Another effect beneath the independence of external organizers is the establishment of new specious arguments for the event destination Nürburgring.

Task is to reach new target groups and to lengthen the season by the implementation of new leisure and lodging offers in the region.

In 2005 Wenzel Consulting was accompanying the concept development for the project "Erlebnisregion Nürburgring" and evaluated the regional economic effects of the total concept. Meanwhile various partners (investors and operators) are involved in the process.

Task of Wenzel Consulting was to analyze the regional economic effects of the appropriated development concept. Hereby components like lodging, resort, gastronomy and entertainment were examined.



Tasks:

- Modifying the planning 2005 vs. 2007
- Determination of the qualitative Effects of the Plannings
- Determination of the regional economic Effects of the Plannings
 - Turnover-efficient number of visitors
 - Turnover efficiency in overnight and day tourism
 - EVA (Economic Value Added) Effects
 - Effects of Employment
 - Fiscal Effects
 - Multiplier Effects