

## EVALUATION

### PLANNINGS FOR EXPERIENCE REGION NÜRBURGRING



Source: [www.nuerburgring.de](http://www.nuerburgring.de)

Client: Nürburgring GmbH, Nürburg  
Year: 2005  
Location: Nürburg (Rhineland-Palatinate), Germany

#### Brief Description:

Nürburgring is a worldwide synonym for racing and motor sports. Events like the Formula 1 race "Grand Prix of Europe", DTM Masters or Truck Grand Prix made the worldwide longest circuit world-famous. Nevertheless the experience-competence of the region is neither pronounced nor known. Only the annually "Rock am Ring" – Music-Festival has reached to be well-known like the races.

Nürburgring GmbH initiated and developed the concept "Experience Region Nürburgring", which should intensify the profile of the brand "Nürburgring" including various other attractions and offers in the region.

Wenzel Consulting was commissioned to evaluate the interaction of the different offer components and attractions and to check the regional economic effects.

#### Tasks:

- Experience Region Nürburgring:
  - Check current Situation (Offers at Nürburgring and in the Region)



- Expert Interviews with potential Partners (Automobile Industries, Leisure and Tourism Industries, Specialists for Brand Architecture and Attraction Design)
- Site and Marketed Analysis
- Concept Optimization/Development for Experience Region Nürburgring (Positioning, conceptual Drawings, Layout-Planning, Capacity Planning, economic Feasibility Analyses, Support for Interviews with Operators and Investors)
- Visitor Analysis (Questioning during selected Events at Nürburgring)
- Experience World Nürburgring (Visitor Attraction)
  - Evaluation of the Relaunch Concept
  - Visitor Analysis