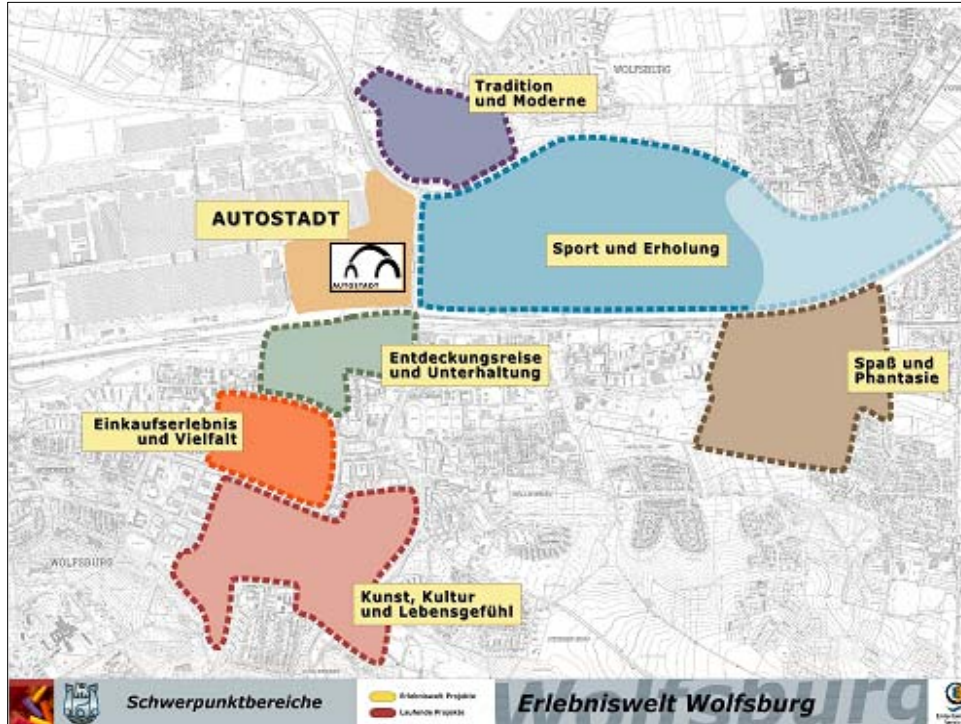


**CONCEPT VERIFICATION**

**EXPERIENCE WORLD WOLFSBURG**



Source: Entertainment Services, Orlando

Client: Wolfsburg AG, Wolfsburg  
 Year: 2000 - 2011  
 Location: Wolfsburg (Lower Saxony), Germany

**Brief Description:**

In the years 1999 and 2000 the Wolfsburg AG, a joint venture of the city of Wolfsburg and the Volkswagen company, ordered the compilation of a concept with the goal of halving the unemployment at the location. The extensive concept contained already – beside other components – the action fields „leisure activities and retail“. These were summarized under the topic "experience world". Entertainment Services, Orlando, USA, worked out a comprehensive masterplan.

In 2000 Wenzel Consulting was assigned to verify the findings of the masterplan and to develop suggestions for the optimization and transmission on German market conditions. In the center of the investigation the feasibility of several components had to be checked, whereof diverse e.g. VolkswagenArena, designer



outlet center, science center phaeno, planetarium, wake park and theme park "Landleben" were already realized (by 2008).

Wenzel Consulting still accompanies Wolfsburg AG during the implementation of the different projects.

Tasks:

- Trend Analysis Leisure-Market and Leisure-Behavior in Germany
- Catchment Area Analysis
- Description of the individual Components
- Description of the Market for each individual Component
- Evaluation of the Components
- Economic Feasibility
- Outline of the Characteristic Planning Standards
- Subdividing into convertible smaller Subprojects
- Step-by-Step-Plan for the Implementation of the Subprojects
- Operator Search
- Implementation Consultation