

**FEASIBILITY STUDY SKYMAX,
AIRPORT FRANKFURT/MAIN**



Source: BRC Artwork

Client: KRANTZ-TKT GmbH, Bergisch-Gladbach
Year: 1999 – 2002
Location: Frankfurt/Main, Airport (Hesse), Germany

Brief Description:

Frankfurt Airport is one of the leading airports in the world and the largest in Germany. The idea of the Indoor-Entertainment-Park „Skymax“ was to provide themed entertainment on the subject “Flying” in an authentic setting. With a calculated investment value of approximately 100 Mio. EUR, “Skymax” was expected to attract nearly 1.7 Mio. visitors a year.

Tasks:

- Examination of an existing Feasibility Study
 - Site Assessments
 - Catchment Area Analyses (Potential Demand, Competition)
 - Visitor Prognoses
 - Profitability Calculations
- Concept Improvement by defining new and revising consisting Components and Attractions
- Contacting potential Operators and Investors
- Ongoing Consulting

Additional to the consulting activities Wenzel Consulting also participated in the development company.