

PLAUSIBILITY CHECK

SOCCER-WORLD, GELSENKIRCHEN



Source: www.sportrevolver.de. www.sportabteilung.de www.the-kiter.de

Client: Triad Berlin Projektgesellschaft mbh, Berlin

Year: 2004

Location: Gelsenkirchen, near the arena „Auf Schalke“
(North Rhine-Westphalia), Germany

Brief Description:

TRIAD BERLIN Projektgesellschaft planned to build and operate an indoor soccer world on a surface of 3,500 – 4,000 sqm close to the arena "Auf Schalke" in Gelsenkirchen. The interactive exhibition should focus on the exciting world of soccer for a broad public. The project was planned to be realized in the year 2006 in time for the soccer world championship in Germany.

Tasks:

- Concept Optimization
- Short Evaluation of the Project Site
- Demand Potential and Competition in the Catchment Area
- Visitor Forecast
- Facility Data (Capacities, Surfaces, Investment)
- Operating Economic Feasibility: EBITDA Calculation