

PROJECT CONCRETION

AQUARIUM, HAFENCITY HAMBURG



Source: GHS Hafencity Informationsbroschüre Investorenauswahlverfahren

Client: GHS Gesellschaft für Hafen- und Standortentwicklung mbH, Hamburg (today: Hafencity Hamburg GmbH)

Year: 2003

Location: Hafencity Hamburg, Germany

Brief Description:

The “Maritime Experience World” was developed as a central element of the leisure-offer of Hafencity Hamburg, one of the biggest development projects in Europe. This consists of numerous single attractions (leisure and cultural utilizations), which will represent an important touristic destination inside the city of Hamburg in the future.

Beneath controlling and moderating the total development process to concretize the project “Maritime Experience World”, Wenzel Consulting was commissioned to analyze the site and market corresponding requirements for dimensioning.



Also the existing concept ideas of competent operators had to be examined and evaluated.

In a further step Wenzel Consulting created the acquisition brochure for potential operators and got in contact with them.

Tasks:

- International Benchmarking Aquariums
- Concept Formulation, further -Development and -Dimensioning
- Visitors Projection
- Profitability Analyses
- Definition of Standards for private Project Partners in the „State of Interest Procedure“ (before: SWOT-Analysis of the Concepts of Private Operators)
- Creating Aquisition Brochure
- Get in contact to Potential Operators

Additional information can be found here: www.hafencity.com