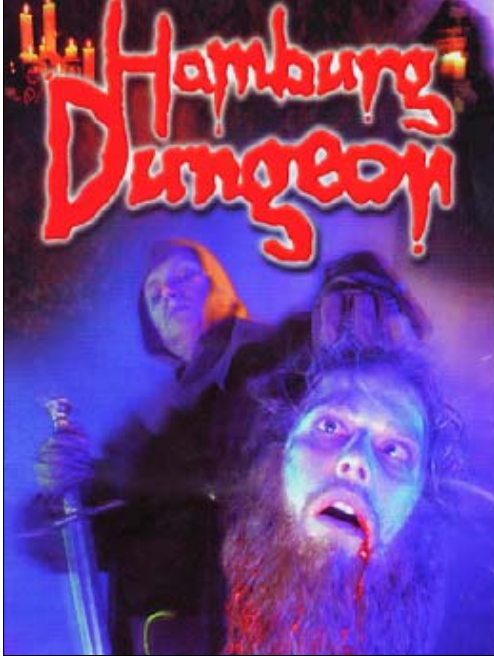


HAMBURG DUNGEON



Source: www.merlinentertainments.biz

Client:	Vardon Attractions Holding Deutschland GmbH (since 1999 Merlin Entertainments Holding Deutschland GmbH)
Year:	1998
Location:	Speicherstadt (Hamburg), Germany

Brief Description:

In addition to the Sea Life Centres, the Merlin Entertainments Group also operates very successful horror museums – the Dungeons – in London and New York. In each of these cities, the Dungeons present a multisensual portrayal of the “dark” past and “chilling” history of the medieval period. The first German Dungeon opened in Hamburg in May 2000. The extensive presentation covering about 2000 sqm includes sophisticated special and multimedia effects along with actors, who teach visitors the meaning of the word fear.

In addition to acquiring a location (historic warehouse in the middle of the Speicherstadt area of Hamburg), Wenzel Consulting was also responsible for market and demand analysis as well as for preparation of a visitor prognosis for the Hamburg Dungeon.



Tasks:

- Site Assessment
- Site Acquisition
- Catchment Area Analysis (Potential Demand, Competition)
- Visitor Prognosis

Additional information can be found at www.merlinentertainments.biz.