

## CONCEPT DEVELOPMENT

### HAGENBECK TROPICAL AQUARIUM, HAMBURG



Source: [www.hagenbeck-tierpark.de](http://www.hagenbeck-tierpark.de), Photographer: Uwe Wilkens

Client: Tierpark Hagenbeck Gemeinnützige Gesellschaft mbH, Hamburg

Year: 2004 – 2007

Location: Hamburg, Germany

#### Brief Description:

Hagenbeck's Zoo planned the Tropical Aquarium as a new attraction to strengthen the economical autonomy of the zoo and to re-attract the park referring strategic aspects for the future.

Wenzel Consulting was commissioned with the development of the experience concept and the analysis of the economic aspects of the Tropical Aquarium. Target was, to develop a new attraction which is independent from any weather conditions and visitable separately from the zoo. Furthermore the new attraction should offer opening hours in the evenings which strengthen the business field "Events".



The amount for the building costs was about 24 Mio. EUR. The Grand Opening of the new Hagenbeck Tropical Aquarium took part in May 2007.

Tasks:

- Development of the Experience Concept
- Catchment Area Analysis
- Competition Analysis
- Visitor Projection
- Calculation of the Requirements for Capacity and Surfaces
- Economic Feasibility
- Evaluation of different Access Variants
- Continuing Consultance

Additional information can be found here: [www.hagenbeck.de](http://www.hagenbeck.de)