

FEASIBILITY STUDY

EXPERIENCING THE FOREST, LÜBECK



Source: Waldhaus Mehlmeisel, unter.Welten Museum am Schölerberg,
TreeTrek Bad Bevensen and Baumkronenpfad Hainich

Client: Hansestadt Lübeck, Fachbereich Stadtwald
Year: 2005
Location: Lübeck (Schleswig-Holstein), Germany

Brief Description:

With its "Erlebnisraum Wald" (Experiencing the Forest) project the Forestry Department of the City of Lübeck intends to realize a natural experience which is unique for the region. It is aimed at drawing in both residents and tourists and shall also act as the 'lighthouse' in the city's range of tourist attractions. Besides entertainment components, the concept will also attempt to convey the principle of "Naturnahe Waldnutzung" (nature-proximate forestry exploitation) that was developed in Lübeck and that has now acquired national significance.

In May 2005 Wenzel Consulting was commissioned with developing a concept for this innovative attraction that needed to be feasible both from an ecological as well as a commercial point of view.



Tasks:

Phase I:

- Benchmarking of existing Offers in Natural Experience
- Market- and Demand Analysis
 - Analysis of the Potential of Demand in the Catchment Area
 - Analysis of the Competition
- Concept Development (Integration of external Partners)

Phase II:

- Detailed Concept
- Investigation of potential negative Ecological Effects
- Visitor Projection
- Estimation of the Capacity and the Investment
- Analysis of the Economy
- Search for Possibilities of Grants
- Investigation of Partners and Networks
- Various Models for Operating the Project
- Estimation of Risks and Chances

Additional information can be found at www.luebeck.de.