

DEVELOPMENT CONCEPT

OPEN-AIR MUSEUM HESSEN-PARK



Source: www.hessenpark.de

Client: Hessisches Immobilienmanagement,
Wiesbaden

Year: 2005 – 2006

Location: Neu-Anspach (Hesse), Germany

Brief Description:

Hessenpark was founded in 1974. With its more than 200,000 guests p.a. it is one of the most visited open-air museums in Germany.

For the future positioning of the museum Wenzel Consulting was hired to develop a concept in consideration of the results of the strengths-weakness profile, a benchmarking with other open-air museums and the evaluation of the current market absorption.

The recommendations are based on intensive discussions with the owners and also with the operators of the Hessenpark.

In a second project phase Wenzel Consulting was developing a marketing concept for the museum.



Tasks:

- Procedure of the Concept Workshop
- View of Trends
- Catchment Area Analysis
- Competition Analysis
- Strengths-Weaknesses Profile
- Benchmarking
- Examination of existing and Development of new Concept Ideas incl. Recommendations for concrete Measures
- View of economic Aspects

Additional information can be found here: www.hessenpark.de