

FEASIBILITY STUDY & REGIONAL ECONOMIC EFFECTS
MARTIN LUTHER EXPERIENCE CENTER



Source: BRC Imagination Arts

Client: BRC Imagination Arts BV, Eindhoven (Netherlands); ILSW c/o The Lutheran Church – Missouri Synod, St. Louis (USA)

Year: 2010

Location: Wittenberg, Saxony-Anhalt (Germany)

Brief Description:

The International Lutheran Society of Wittenberg (ILSW) is planning the creation of a visitor attraction theming life and theology of Martin Luther at the authentic site of Luthers activities, in Wittenberg.

First idea was to create an international Welcome Center and House of Studies for Lutherans from all over the world. That idea was picked up in the further development of the new vision of an one-of-kind-interactive visitor attraction. Hereby the visitors will experience the exciting story of the reformation by being involved in Luther's life, spiritual insights and continued relevance.

BRC Imagination Arts was commissioned with the concept development, Wenzel Consulting examined the feasibility study as a subcontractor.



In a second project phase Wenzel Consulting was commissioned with the determination of the regional economic effects. Hereby the impact on the turnover and the effects on employment were roughly quantified.

Tasks:

Phase I:

- Site Analysis
- Demand Analysis
- Competition Analysis
- Benchmarking
- Visitor Prognosis
- Planning Guidelines
- Business Plan

Phase II:

- Determination of regional economic Effects