

## SHORT-EXPERTISE

### VARIÉTÉ BREMEN



Source: GOP Entertainment Group

Client: H. Siedentopf GmbH & Co. KG  
Year: 2008  
Location: Bremen, Germany

#### Description:

For Bremen's new waterfront district called „Überseestadt“ the realization of a vaudeville theater is planned. Wenzel Consulting has been tasked to examine the operation of such facility at that site as an external estimation in November 2008. Focus of the analysis was to find out, whether it is possible to generate at least 50 % of the visitors from outside the 50 km radius within 12 months.

Only under the condition that the origin of the visitors complies with the above requirements subsidies can be attracted.

#### Tasks:

- Analysis of the Catchment Area (considering the Potential from more than a 50 km Distance Area; also considering the overlapping Potential of Catchment Areas of Vaudeville Theaters in North-Germany)
- Short-Survey of the Competition in Bremen
- Plausibility Check and Evaluation of the GOP Entertainment Groups Data
- Outlining of the expected Customers Structure