

CINEMAXX MULTIPLEX CINEMAS



Source: CinemaxX AG; photo: CinemaxX Hamburg-Dammthor

Client: CinemaxX AG, Hamburg
Year: 1997 – 2003
Location: Various (national and international)

Brief Description:

CinemaxX AG, which has been listed on the stock exchange since 1998, is one of Germany's largest multiplex cinema provider. Altogether the enterprise is operating 47 cinema centers with 347 screens and approx. 90,000 seats.

In the context of ongoing support, Wenzel Consulting was assessing potential locations in and outside Germany and determining the visitor volume that can be generated.

Tasks:

- Potential Analyses
- Site Assessments
- Market and Demand Analyses
- Competition Analyses
- Visitor Prognoses
- Market Share Calculations

You can find additional information at www.cinemaxx.de.