

DUE DILIGENCE

CASINOS IN LOWER SAXONY



Casino Bad Harzburg. Source: www.casinoland.de

Client: Casino Austria International Holding GmbH,
Vienna, Austria

Year: 2004

Location: Various (Lower Saxony), Germany

Brief Description:

Casino Austria planned to take over the share of Hannoversche Beteiligungsgesellschaft mbH at Spielbanken Niedersachsen GmbH and to establish further sites.

Prior to takeover Wenzel Consulting was charged with the examination of the existing casino sites in Lower Saxony and with the identification of potential new sites for casinos.

Tasks:

- Rough characterization of the Casino offers in Lower Saxony



- Site Analyses (11 sites)
 - Macro Site Analyses
 - Micro Site Analyses
 - Evaluation of the individual buildings (regarding its Reference to Leisure, its signal effect and the noticeability of its utilization)
 - Ranking of the examined sites
- Determination of Site Options
 - Definition of a future oriented profile of a site
 - Investigation of potential alternatives for Casino sites