

**REAL-ESTATE-FOCUSED SITE DEVELOPMENT
FRANKFURT AIRPORT – LEISURE UTILIZATIONS**



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Client: CB Richard Ellis GmbH, Frankfurt/Main
Year: 2007
Location: Frankfurt Airport (Hesse), Germany

Brief Description:

CB Richard Ellis GmbH, Frankfurt/Main (in the following: CBRE), carried out a study which aimed at the real-estate-focused valuing of potential development areas of FRAPORT AG. Following property utilizations were examined: office, hotel, conferences/events, entertainment, stock/logistics as well as training and further education.

In the framework of this study Wenzel Consulting was commissioned to identify those leisure uses in the segment of „entertainment“ which have the potential for a promising implementation at Frankfurt Airport.



Tasks:

- Analysis of Reference Projects/international Benchmark
- Identification and Evaluation of potential Entertainment Utilizations
 - Filtering of suitable Leisure and Entertainment Uses for the Site Frankfurt Airport (regarding the entire Spectrum of the Leisure Facility Market)
 - Accompanying Analyses:
 - Site Analysis
 - Catchment Area Analysis
 - Competition Analysis
 - Conceptual and planning-related Concretization of the Recommendations for Utilizations