

WESTSPIEL CASINOS



Casino Duisburg
Source: WestSpiel



Casino Bad Aachen
Source: Brune Consulting

Client: Westdeutsche Spielbanken GmbH & Co. KG,
Münster

Year: Since 1999

Location: Bad Aachen, Bremen, Berlin, Duisburg
(Germany)

Brief Description:

“Westdeutsche Spielbanken” Group is a 100% subsidiary of the „Landesbank NRW“. They are operating nine Casinos and are the German market leader.

Since opening Casino Dortmund-Hohensyburg in 1985 Westdeutsche Spielbanken has started to implement their new strategy in offering a higher level of entertainment and quality in addition to traditional gaming. This development was continued with the move of Casino Bad Oeynhausen into the entertainment center „Magics“.

With reference to this change in positioning, Wenzel Consulting developed a new concept for the casino in Bad Aachen. Furthermore several sites in Berlin were analyzed for their potential with classic gaming and slot machines.

For Casino Duisburg Wenzel Consulting has developed – in co-operation with the client – a new concept including several entertainment facilities in a themed environment.



After finishing the concept development Wenzel Consulting was asked to continue their services with the project management for the investor selection process.

The grand opening of the Casino inside the CityPalais Duisburg took place on February 23rd 2007.

Tasks:

- Potential Analyses
- Site Evaluations
- Competitor Analyses
- Visitor Projections
- Concept Developments
- Organization of several Workshops
- Implementation Support
- Functional Layouts
- Economic Feasibilities
- Project Brochures
- Investor Selection

Additional information can be found at www.westspiel.de.