

**IDENTIFICATION OF LEISURE DEVELOPMENT POTENTIALS  
DESIGNER OUTLET CENTER ZWEIBRÜCKEN**



Source: [www.destination-golf.de](http://www.destination-golf.de)

Client: Flugplatz GmbH Aeroville Zweibrücken  
Year: 2005  
Location: Zweibrücken (Rhineland-Palatinate), Germany

**Brief Description:**

The Outlet Centres International (OCI) is project developer and operator of the existing Designer Outlet Center Zweibrücken. In a first section of construction in March 2001 11,000 sqm net sales area with 55 shops have been opened. Since then the centre could register about 10.5 Mio. visitors (2008: 1.8 Mio. visitors) and is now covering a total area of all in all 23,500 sqm (April 2009).

For to guarantee the touristic positioning of the Designer Outlet Centre Zweibrücken and for to extend the duration of stay the rang of offers at the site should be completed by leisure and entertainment offers.

Wenzel Consulting was mandated with the identification of suitable leisure and touristic utilizations for the DOC Zweibrücken.



Tasks:

- Identification of Leisure Development Potentials
- Trend Analysis
- Site Analysis
- Determination of the Demand Potential
- Development of the Utilization Mix