

## SITE ANALYSIS

### TIVOLI GARDENS, BERLIN



Source: Tivoli Gardens Copenhagen

Client: Tivoli International A/S, Copenhagen; Berliner Landesentwicklungsgesellschaft mbH, Berlin

Year: 1999 – 2000

Location: Berlin (four potential sites), Germany

#### Brief Description:

With 3 million visitors annually, Tivoli Gardens is the most important touristic focal point in Copenhagen – and has been for about 150 years. The Tivoli concept is marked by various gastronomic offerings, amusement facilities and attractions, as well as by its nostalgic park character.

Based on the Copenhagen model, Tivoli International A/S, Copenhagen, and Berliner Landesentwicklungsgesellschaft were developing a Tivoli Gardens for Berlin.



The Wenzel Consulting studies focused on assessment of four alternative sites in the center of the city and a detailed market study.

Tasks:

- Site Analysis:
  - Site Success Criteria
  - Site Inventory
  - Site Assessment and Ranking
- Determination of the Relevant Demand Potential
- Competition Analysis
- Visitor Prognosis for Alternative Micro-Sites
- Visitor Trends and Capacity Planning
- Earnings Prognosis