

MARKET RESEARCH AND STRATEGIC CONSULTING SERVICE
MOVIE PARK GERMANY



Source: www.movieparkgermany.de

Client: Movie Park Germany GmbH & Co. KG, Bottrop
Year: 2007 – 2010
Location: Bottrop (Northrhine-Westphalia), Germany

Brief Description:

Movie Park Germany is owned by Palamon Capital since 2005 and a member of StarParks Group. Till then the inconstant history of the 1996 initially as Warner Bros. Movie World founded theme park was characterized by several changes of owners, names and – in consequence of that – varying film licenses and characters. Concurrently the intensified competition during the last years led to a decreasing number of visitors.

After first investing in essential infrastructure and rebranding Movie Park is now (since 2007) realizing new offers and themes like Nickland and St. Monica Pier.

For to reach a clear positioning and strategic direction for the park Wenzel Consulting is carrying out continuous monthly (April to October) market research (visitor structure) and customer satisfaction analyses in cooperation with MAIX, City of Aachen, since 2007. In 2008 also a survey concerning the potential of non-visitors was conducted.



Tasks:

- Visitor Structure Questioning
- Customer Satisfaction Analyses
- Non Visitor Study
- Derivation of Recommendations for Positioning