

**MARKET ANALYSIS**

**THEME PARKS IN NORTHRHINE-WESTPHALIA/GERMANY**



Source: Internet, Homepages of different theme parks

Client: Landesinitiative Medien NRW, Düsseldorf

Year: 2002

Location: Krefeld and different sites for leisure uses (Northrhine-Westphalia), Germany

**Brief Description:**

Universal Studios planned the realization of a huge theme park with a visitor prognosis of approx. 3.5 Mio. in Krefeld-Lichtenau. Wenzel Consulting carried out the market analysis to examine the potential effects of the settling for the existing leisure facilities.

**Tasks:**

- Survey of the existing Leisure and Theme Parks in Northrhine-Westphalia
- Examination and mapping of the Guest Structure, Potential of the Demand and Overlappings in the Catchment Areas



- Penetration Rates of the existing Parks divided into the different Zones of the Catchment Areas as into the Inhabitant and Touristic Market
- Determination of the available Visitor Potential (Redistribution vs. Generation of the Demand)
- International Benchmark (Settlement of huge and important Competitors)
- Calculation of the dynamic change in the numbers of Visitors and Examination of potential adaptations in the offer concepts of the existing Parks in case of the Universal settlement.