

PLAUSIBILITY CHECK

EVENT PARK SACHSEN (BELANTIS)



Source: www.belantis.de

Client: Sächsisches Staatsministerium für Wirtschaft und Arbeit, Dresden

Year: 2000

Location: Leipzig, Cospudener See (Saxonia), Germany

Brief Description:

The theme park Belantis (formerly Event Park Sachsen) developed in the south of Leipzig at the lake of Cospuden as a follow-up utilization of an open mining landscape. On a surface of about 105 hectares the project was developed in several phases whereby the first section with altogether five themed areas was opened in April 2003. The park is characterized by innovative attractions and by the integration of edutainment elements. With an investment volume of approx. 50 millions EUR in the first phase 25 ha were developed.

In its first season the park counted 512,000 visitors, in its third year meanwhile seven themed areas were realized. The total investment amounts to approx. 80 million EUR up to the year 2008.

Wenzel Consulting was assigned to evaluate the submitted planning data (attendance projection and economic basic data) for its plausibility as well as to optimize the attraction concept.



Tasks:

- Feasibility Check
 - Site Analysis
 - Market Analysis (Catchment Area, Competition)
 - Visitor Projection
 - Attendance Distribution and required Capacities
 - Economic Analysis
- Concept Evaluation and Optimization

You will find further information at www.belantis.de.