

**EXTENSION OF BUSINESS**

**HEIDE-PARK SOLTAU**



Source: Brochure Heide-Park Soltau

Client: Heide-Park Soltau GmbH, Soltau  
 (Hans-Jürgen Tiemann)

Year: 1978 – 2001

Location: Soltau (Lower Saxony), Germany

**Brief Description:**

Heide-Park near Soltau is one of the three most successful Recreation Parks in Germany. Extensive expansion measures paired with enormous reserves of surfaces are factors for the prosperity of the park.

The consultancy of Wenzel Consulting included recommendations for expansion measures (resort development) as well as possibilities of future cooperations.



Tasks:

- Development of a Business Strategy
- Resort Planning
  - Site Evaluation
  - Demand Potential
  - Competition Analysis
  - Visitor Prognosis
  - Concept Development
  - Analysis of the Economy
  - Guidance of the Environmental Planning Procedure
- Partner Acquisition

Additional information can be found here: [www.heidepark.de](http://www.heidepark.de)