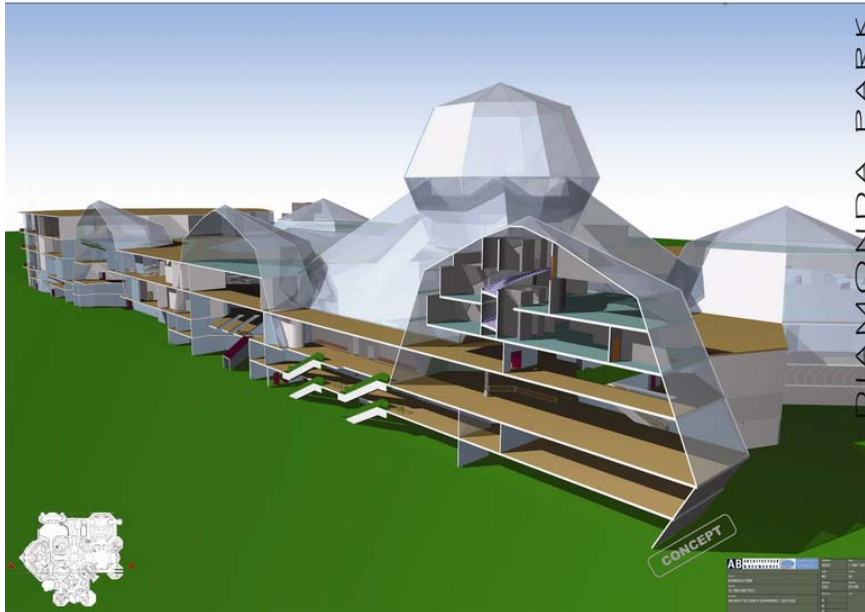


## FEASIBILITY STUDY

### DIAMONDA THEME PARK WEEZE, GERMANY



Source: Diamonda Project Management

Client: Diamonda Project Management BV Nunspeet, Netherland

Year: 2008

Location: Weeze (North Rhine-Westphalia), Germany

#### Brief Description:

Diamonda Project Management plans to build an all-weather indoor educational theme park close to the airport of Weeze in North Rhine-Westphalia. The concept represents a worldwide novelty in the leisure industry with almost 30 unique attractions, approx. 20 food/bar service locations, approx. 17 merchandise locations, 2 spectacular semi-public auditoriums, and 3 glass-covered indoor gardens. Diamonda also includes many hectares of beautifully landscaped outdoor gardens, an international business center, VIP/sponsor lounges, and “back-stage” employee areas and offices. The park is connected by monorail to the main parking lots and a major resort hotel with its own attractions, water park, shopping and restaurants.

The market survey was requested by Diamonda’s business partner Ballast Nedam specifically to verify the estimated amount of guests and entry



fees/revenue streams, and should act for Diamonda as a probe to verify if the current planned capacities (hence the capital required) need to be adjusted.

The feasibility study led to a positive result. The chosen location with its high potential is excellent, the visionary concept offers experiences which will be unique in the world.

Tasks:

- Feasibility Study
  - Site Analysis
  - Demand Analysis (Inhabitant and Tourist Market)
  - Competition Analysis
  - Benchmark Analysis
  - Concept Evaluation
  - Visitor Projection
  - Planning Guidelines
  - Businessplan

Additional information can be found here: [www.diamonda.nl](http://www.diamonda.nl)