

**FEASIBILITY STUDY LEISURE UTILIZATION  
TELEVISION TOWER, BERLIN-ALEXANDERPLATZ**



Source: [www.berlinerfernsehturm.de](http://www.berlinerfernsehturm.de)

Client: DeTe Immobilien, Berlin  
Year: 1999  
Location: Berlin-Alexanderplatz, Germany

**Brief Description:**

Berlin's almost 370 metre high television tower located on the Alexanderplatz (known as „Alex“, by the residents) is a member of the World Federation of Great Towers (W.F.G.T.) and annually visited by more than 1 million people. In 1995/1996, the tower experienced a technically extensive renovation. Novel, innovative components of offer were to be developed through the feasibility-study, with which, particularly the protected historical wing construction monument, at the foot of the tower, could be filled out.

By means of a visitor survey in the tower café and through a benchmark analysis of comparable television towers all over the world, various concept suggestions were made by Wenzel Consulting. At the beginning of 2001, creative modernisation was carried out to the exterior façade and within the catering area.



Tasks:

- Trend Analysis Leisure Market
- Potential Analysis
- Site Assessment
- Analysis of the Competition
- Visitor Questioning at the Tower
- Benchmark Analysis
- Suggestions for Utilization