

CONCEPT DEVELOPMENT

KARLSHORST TROTTING RACETRACK



Source: www.trabrennpark-karlshorst.de

Client:	BLEG Berliner Landesentwicklungsgesellschaft mbH
Year:	1999
Location:	Karlshorst (Berlin), Germany

Brief Description:

Wenzel Consulting was hired to develop a concept, and to study the economic effects of additional leisure offerings at the site of the Karlshorst trotting racetrack. The optimized concept was to make the site more attractive to racing fans and to new target groups, independent of and outside the operating hours of the racetrack.

Testing the suitability and demonstrating economic effects ensured that only those offerings would be proposed that represent an additional source of income as profit centers. After conclusion of the study, operators and investors were approached in order to assess actual interest in the leisure market.

Tasks:

- Market and Demand Analysis
- Suitability check of relevant Leisure Systems
- Concept Analysis
- Development of an Experience Strategy
- Calculation of Economic Effects
- Discussions with Operators/Investors