

SITE AND CONCEPT ANALYSIS

SNOW ARENA 5 PEAKS



Source: Ochs. Schmidhuber Architekten

Client: Immobilien-Kontor Schauer & Schöll GmbH,
München

Year: 2008

Location: Munich (Bavaria), Germany

Brief Description:

5 PEAKS Holding GmbH (in the course of incorporation) is planning the realization of the large-scale leisure project "5 Peaks". Anchor utilization will be an indoor ski hall, complemented by several sports and entertainment offers. For this project no concrete site was chosen in that phase.

Wenzel Consulting was commissioned with the site and concept analysis for this project. The analysis should determine the basis for further plannings and prepare decisions of the initiators.



Following topics were examined:

1. Which site with which infrastructure and which catchment area comes in-
to question?
2. Analysis of possible number of visitors and visitor groups
3. Potential national and international operators
4. Analysis of the revenue from the different offer components: alpine skiing,
nordic skiing, climbing, mountain biking and bob running incl. ideas for
concept optimization
5. Potentials in duration of stay and use of hotel services

Tasks:

- Site Analysis
- Visitor Analysis (Target Groups and Visitor Prognosis)
- Business Plan/Economy (Cost-Benefit Calculation)
- Description of potential national and international Operators