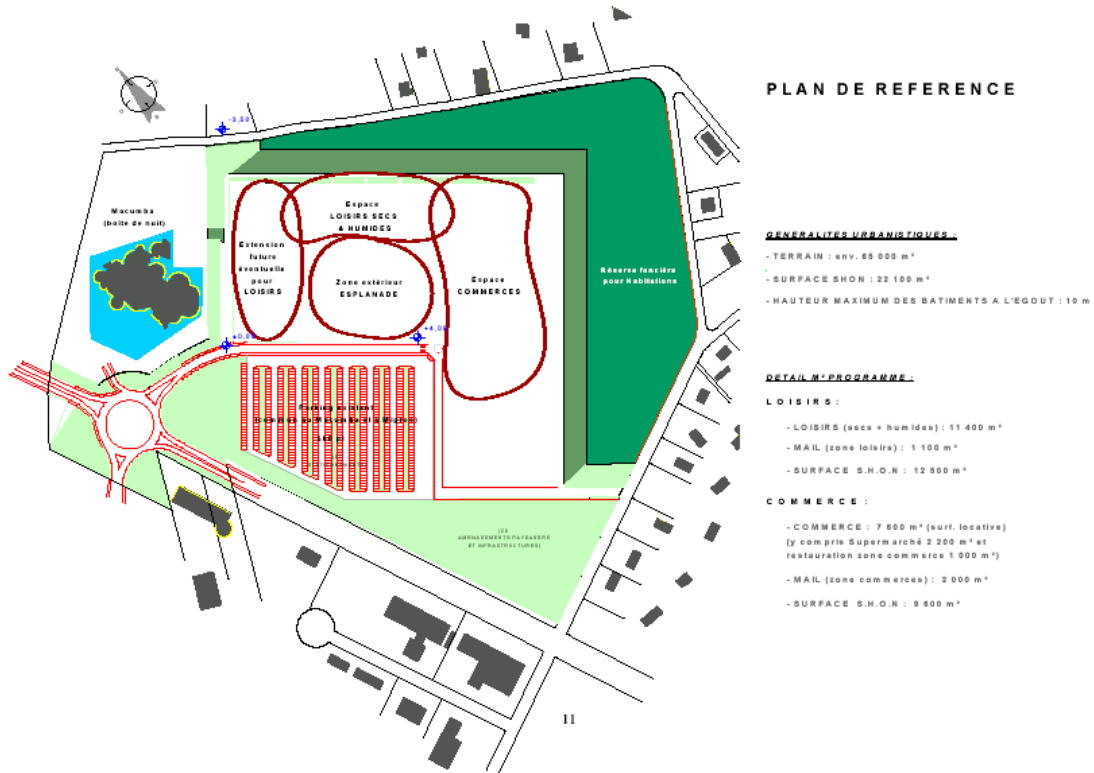


PLAUSIBILITY CHECK
LEISURE PARK NEYDENS



Masterplan Leisure Park Neydens
Source: Migros-Genève, Dossier de Programmation 2003

Client: Migros France, Annemasse Cedex, France
Year: 2003
Location: Neydens, France

Brief Description:

Migros France is planning to realize a leisure project in the city of Neydens (close to the swiss boarder and to Geneva) with different offer components like aquatic and other kinds of sports, wellness, retail and – maybe later – accomodation. Based on a feasibility study the Migros project development office had worked out a concept for the leisure project.

Wenzel Consulting was contracted to check the plausibility of the feasibility study and the project documents.



Tasks:

- Quantitative and qualitative Analysis of the Catchment Area (Residents and Tourists)
- Evaluation of the Competition
- Investigation of the Visitor Potential
- Plausibility Check of the Concept
- Plausibility Check of the economic Calculations