

TOURISM CONCEPT AND MASTER PROJECTS

BAD WIESSEE ON LAKE TEGERNSEE



Source: www.bad-wiessee.de

Client:	Tourist Information Bad Wiessee
Year:	Since 2003
Location:	Bad Wiessee on Lake Tegernsee (Bavaria), Germany

Brief Description:

Bad Wiessee is a traditional spa municipality on Lake Tegernsee and today presents itself as a health resort in the Bavarian Alps, which has become a popular holiday destination for different target groups. However, overnight stays and arrivals have been continuously declining for many years.

As in all holiday regions, competition has increased and is now more than ever demanding that the resort position itself clearly distinguishes itself from the competition to enable Bad Wiessee to stand out on the diverse holiday market.

Wenzel Consulting was commissioned with preparing a tourism concept for Bad Wiessee and to outline development potentials for the future and thus permit the framework conditions to be established for the resort's continued development.

The initial task was to record the resort's strengths and to identify unique identifiers. The considerations also covered different project locations to be integrated through new or optimized uses into the tourism concept and to facilitate general developments.

Tasks:

- Development of the Tourism Concept
 - Kick-Off Workshop (Evaluation of the current situation of Bad Wiessee)
 - Check of the Site
 - Market- and Demand Analysis
 - Development of the Touristic Positioning
 - Definition of Master Projects and Measures
 - Presentation committee meeting
- Development Strategy Water Recreation and Wellness Offers
 - Basis Data and Options of Acting
 - Evaluation of different Options of Acting
 - Development Strategy „Badepark“
 - Concept Development Preventive- and Therapy Center
 - Economic Feasibility
 - Investigation of additional Projects
- Development of the Site „Alte Spielbank“, Bad Wiessee
 - Investigation of Utilization Components which are Site-, Market- and Concept adequate
 - Concept Development
 - Economic Feasibility
- Ongoing Consulting (Stand-by) since 2005
 - Concept Controlling „Badepark“
 - Concept Development New Layout Lakeside Promenade
 - Development of the Site „Jodschwefelbad“

As part of other project plans in Bad Wiessee Wenzel Consulting was tasked with the acquisition of potential investors.