

REGIONAL ECONOMIC EFFECTS CENTER PARCS BISPINGER HEIDE



Source: www.bispingen.de

Client: Center Parcs Europe SSC, Rotterdam
Year: 2009
Location: Bispingen (Lower Saxony), Germany

Brief Description:

Holiday centers cause effects to the environment, to the socioculture of rural communities and also to the regional economy and local tourism structure. Due to its dimension, to the needed invest and to the high number of guests modern holiday centers induce significant economic, ecological and sociocultural consequences to the region.

Center Parcs Bispinger Heide (in the following: CP Bispingen) opened in 1995 and is with its total area of 93 ha the largest holiday centre of the second generation in Germany. With that CP Bispingen represents an important and characterizing module in the touristic destination Lüneburger Heide.

With the analysis the economical effects for the community of Bispingen and for the region, causal induced by CP Bispingen, were examined. Hereby turnover and employment effects were derived with a simplified regional economic circular flow model.



Tasks:

- Regional economic Effects
 - Differentiation in quantitative and qualitative Effects
 - Upstreaming and downstreaming economic Levels
 - Effects to the touristic Site
 - Identification, Image und Advertising Effects
 - Infrastructure- and catalytic Effects
- Calculation of the regional economic Effects
 - Demand in the Region, induced by CP Bispingen
 - Expenses through Overnight Stays and Excursions
 - Turnover Effects (gross and net) – 1. Step
 - Effects on the Economic Value Added – 1. Step
 - Employment Effects – 1. Step
 - Fiscal Effects
 - Multiplier Effects – 2. Step
- Experts Interviews
- Rough Plausibility Check of the regional Value Chain
- Summary of the Survey Results