

**LEISURE DEVELOPMENT CONCEPT
BURGER SÜDSTRAND, ISLE OF FEHMARN**



Source: Wenzel Consulting Aktiengesellschaft, Hamburg; 2002

Client: IFA Hotel & Touristik AG, Duisburg
Year: 2002
Location: Burg (Schleswig-Holstein), Germany

Brief Description:

IFA-Ferien-Centrum at Burger Südstrand is the most important touristic key player on Fehmarn, island in the Baltic Sea.

Due to the competition with other resorts who have implemented enormous measures to attract their facilities during the last years (e.g. Weissenhäuser Strand, Damp) and with the new projects at the coastline of Mecklenburg Western-Pomerania Wenzel Consulting was charged to develop an extension concept for leisure offers at Burger Südstrand.



Tasks:

- Kick-Off Workshop
- Benchmarking
- Development of the Theme and Experience Strategy
- Component Definition (Water Recreation, Wellness and Health)
- Feasibility Analysis
 - Analysis of the Competition
 - Visitor Prognosis
 - Dimensioning
 - Calculation of the Investment and Operating Costs
- Functional and Layout Planning