

**TOURISTIC DEVELOPMENT STRATEGY
„VACATION IN HALF-TIMBERED HOUSES“**



Source: Touristik Naturpark Münden e.V.

Client: Touristik Naturpark Münden e.V., Hann. Münden
Year: 2003 – 2004
Location: Hannoversch Münden (Lower Saony), Germany

Brief Description:

The city of Hannoversch Münden is famous for the half-timbered ensemble in the old part of the town, which is classified as a historical monument. The tourism association saw considerable potentials in the marketing of the topic "vacation in half timbered houses" and hired Wenzel Consulting to investigate the market conditions.

In the first phase the initial position was evaluated as well as guest surveys were organized and carried out. Subsequently, in a second phase, the definition of attractions followed, which were presented to the relevant decision makers and groups of interests in several workshops.

Tasks:

- Evaluation of the Initial Position



- Analysis of the Leisure Market
- Guest Surveys: Production of the Questionnaire, Implementation and Evaluation of the Questioning
- Analysis of Strength and Weakness
- Positioning Concept
- Definition of the Target Group
- Development of the Utilization Concept
- Definition of Offer Components in half-timbered Houses
- Development of a total Strategy