

FEASIBILITY STUDY

WELLNESS-HOTEL KÜHLUNGSBORN



Source: Wellness International GmbH (Konzept Wellnessanlage)

Client: Hotel Management Becker GbR, Einbeck
Year: 2001
Location: Ostseebad Kühlungsborn
(Mecklenburg-Western Pomerania), Germany

Brief Description:

A private group of investors was planning the realisation of a Wellness-Hotel at a prime location in Kühlungsborn, situated at the Baltic Sea. In order to generate additional revenues the Five-Star-Hotel should include facilities for wellness treatments on an area of about 2,200 square meters (approx. 23,700 sq ft).



This offer, open to hotel guests, tourists and local residents, was planned to support the market power of the hotel.

Wenzel Consulting was hired to evaluate the feasibility of the project, especially for the components accommodation and wellness. The financing strategy of the hotel should be based on this study.

Tasks:

- Site Assessment
- Analysis of the Catchment Area
- Determination of the Potential of the Demand
- Competition Analysis
- Projection of Visitors and Market Volume
- Plausibility Check of the Concept
- Economic Feasibility Analysis