

DEVELOPMENT OF A B2B-CONCEPT

CENTER PARCS LEUTKIRCH



Source: www.centerparcs.de

Client: Center Parcs Europe, Rotterdam, Netherlands

Year: 2010

Location: Leutkirch (Baden-Wuerttemberg), Germany

Brief Description:

Center Parcs as market leader and initiator of new developments in the segment of holiday parks wants to continue the successful strategy and has started to create a new generation of parks. First village of this new type was Parc Moselle, called "Les trois forêts" France, which opened in May, 2010.

The company plans to develop a further holiday village with about 800 cottages and 6,000 beds in Leutkirch, Germany, close to Lake Constance. Additional to the touristic offer the new park should include a highly attractive facility for convention and seminars due to attend the B2B market.

Wenzel Consulting was commissioned with the development of a unique B2B-concept, which fits to the philosophy of Center Parcs and is appropriate to attract relevant target groups.

Tasks:

- Review of Trends in Destination Building
- Benchmarking



- Site Analysis for B2B Leutkirch
- Analysis and Trends of the B2B Market in Germany
- Concept Development B2B in Leutkirch