

PROSPECTIVE CONCEPT DEVELOPMENT

CENTER PARCS



Source: : www.conferentiehoteles.nl and Wenzel Consulting

Client:	Center Parcs Europe, Rotterdam, Netherlands
Year:	2007
Location:	Various

Brief Description:

Center Parcs is one of the key players in offering brief vacation in holiday resorts and holiday parks since approx. 40 years. To strengthen the position of the existing sites and to develop and position new facilities it is important to consider the development of the market and of new trends.

For the future-oriented strategic development of the company Center Parcs is complementing its own know-how with external professional competence. Wenzel Consulting was commissioned to conduct a workshop where market trends as well as social and demographic developments should be presented and discussed. The results of this workshop are the basis for the development of new concepts and new offer modules in existing and new sites.

Tasks:

- Preparation, Moderation and Postprocessing of the Workshop
- Presentation of significant Trends
- Benchmarking
- Recommendations for prospective Development Ideas