

CONCEPT EVALUATION AND RECOMMENDATIONS

CENTER PARCS MOSELLE



Source: www.centerparcs.de

Client: Center Parcs Europe, Rotterdam

Year: 2008

Location: Sarrebourg, France

Brief Description:

Center Parcs planned the realization of a new park in Sarrebourg, Département Moselle/Lorraine, France. The site is reachable in circa 50 min. travel time from Strasbourg, in two hours from Stuttgart and in almost 2.5 hours from Frankfurt. The plannings provide approx. 800 houses and 4,000 beds already for the first implementation phase. With its 435 hectares of forest Center Parcs Moselle is the best wooded holiday park of Center Parcs in Europe.

As market leader in the segment of holiday resorts Center Parcs is continuing to develop its products further constantly. Thereby the need to guarantee the high grade of quality standard, guests are used from Center Parcs, is as important as the claim of innovation the company expects from its products.

Therefore Wenzel Consulting was commissioned with the evaluation of the already developed concept for Center Parc Moselle and to express optimization recommendations for the project in February 2008.

The Grand Opening of the facility “Les Trois Forets” took place in May 2010.



Tasks:

- Site Analysis
- Market Analysis
- Concept Evaluation
 - Concept Components and Dimensioning
 - Detail Analyses of the Concept Modules
 - Aqua Mundo
 - Aqua Sana
 - Green Serre – Greenhouse
 - Children’s Farm
 - Forest Leisure
 - Sports and Activity Center
- Recommendations for the Facility “Les Trois Forets”