

MARKET AND SITE ANALYSIS

MEHRZWECKHALLE BERLIN



Source: www.inforg.de/projects/ipik/

Client: Mehrzweckhalle Berlin GbR, Berlin

Year: 2000

Location: Berlin, Germany

Brief Description:

In a joint project with gesa Gesellschaft für Handels-, Standort- und Immobilienberatung mbH (now: BulwienGesa AG), Hamburg, a market and site analysis for a mixed use center in Berlin-Siemensstadt was carried out in November 2000.

The development covered a multifunctional facility with a capacity of 19,000 guests. It was planned to be a location for events in the field of sports, entertainment, culture, business and society.

Based on the analysis Wenzel Consulting projected the number of event days and visits, and gave recommendations about the concept and required capacities. Furthermore the regional economic effects for the city of Berlin have been analyzed.

Tasks:

- Market Overview: Large Scale Event Facilities
- Site Analysis

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- Analysis of the Berlin Market
- Demand Analysis
- Competition Analysis
- Reference Projects
- Potential Analysis
- Regional Economic Effects