

FEASIBILITY ANALYSIS

COLOR LINE ARENA, HAMBURG



Source: www.colorline-arena.de

Client: Deuteron Holding GmbH & Co. KG, Hamburg
Year: 1999
Location: Hamburg, Germany

Brief Description:

In a joint project with gesa Gesellschaft für Handels-, Standort- und Immobilienberatung mbH (now: BulwienGesa AG), Hamburg, a feasibility analysis for the Hamburg Arena and for the development of additional marketable facilities was carried out in June 1999.

The study for the Hamburg Arena went beyond the essential basic studies such as delineation of the catchment area that can be activated, a study of the competitive situation, and an analysis of relevant reference facilities. It also determined the number of event days and visits that could be achieved, and included recommendations for conception and dimensioning of the event hall. On the basis of a seating capacity of about 14,000, we then analyzed the income and expense situation, and studied the effects of such a hall on the community economy of the city of Hamburg.

To improve economic feasibility, supplementary offerings were planned within the overall concept of the Hamburg Arena (supplementary use). The analysis also examined the feasibility of implementing these supplementary facilities. The ana-



lyzed uses include leisure activities (such as a discotheque, cinema, etc.) and retail uses, as well as other alternative components.

The study was checked by the city's development authority and the economic agency.

The "Color Line Arena" was opened on November 8, 2002. In 2010, April, the name of the hall changed to O₂ World and a wide range of modernization measures was announced to be realized.

Tasks:

- Analysis of the Arena:
 - Market and Demand Analysis
 - Potential Analysis
 - Profitability Analysis
 - Conceptual Recommendations

- Analysis of Supplementary Facilities (Leisure and Retail):
 - Market and Demand Analysis
 - Potential Analysis
 - Profitability Analysis
 - Development of an Utilization Concept

You can find additional information at: www.colorline-arena.de