

MARKET AND SITE ANALYSIS

MULTIFUNCTIONAL HALL LEIPZIG



Source: www.sights-and-culture.com/Germany/Leipzig.jpg

Client: Stadt Leipzig
Year: 2003
Location: Leipzig (Saxony), Germany

Brief Description:

In December 2003 Wenzel Consulting carried out the feasibility analysis for a multifunctional event arena on three alternative sites in Leipzig.

This facility was planned as Leipzig's most important project of its application for hosting the Olympic Games in 2012. Beneath the multifunctionality of the hall the requirements of the International Olympic Committee (IOC) were essential conditions to be settled. After the games the arena should be used as an attractive event facility for arrangements in the segments like sports, concert, entertainment and culture as well as for the (local) industry and society.

The analysis for the multifunctional hall in Leipzig also included the consideration of regional economic effects for the city of Leipzig.

Tasks:

- Basic Researches for the Event Market
- Market Analysis of multifunctional Event Halls in Germany
- Analysis of Reference Facilities
- Micro Site Analysis
- Market and Demand Analysis (Macro)
- Consultancy in Conceptioning and Dimensioning
- Analysis of the Economy