

## FEASIBILITY STUDY

### HOLSTENHALLEN NEUMÜNSTER



**ZUKUNFTS**programm  
Schleswig-Holstein  
*Investition in Ihre Zukunft*

Sources: holstenhallen.com; zukunftsprogramm.schleswig-holstein.de; Hallenbetriebe Neumünster GmbH

Client: Stadt Neumünster  
Year: 2008 – 2009  
Location: City of Neumünster (Schleswig-Holstein), Germany

#### Brief Description:

Holstenhallen is the largest venue for fairs and events in Schleswig-Holstein, the northernmost of sixteen states of Germany. On a surface of 82,000 sqm open-air site and 12,500 sqm connected halls more than 800 events with approx. 900,000 visitors take place annually. Thereby it is a signifying image factor to the city.

To meet the conditions of a state-of-the-art fair and event venue, the City of Neumünster decided to modernize and extend the halls. Wenzel Consulting was engaged to carry out a feasibility study concerning the hedging and strengthening of the venue Holstenhallen. To hedge the invest project the implementation possibilities were examined regarding the requirements of the city and the region. The renovation of the building stock was one of the focal points of the study.



Tasks:

Phase I:

- Market Study
  - Site Analysis (Micro and Macro Site)
  - Market and Demand Analysis
    - Catchment Area Analysis
    - Competition Analysis
    - Demand Analysis: Target Group Promoter
    - Description and Analysis of Reference Facilities
  - Market Analysis subdivided into different Event Segments (Germany and Schleswig-Holstein)

Phase II:

- Functional Feasibility Study
  - Conception of the Halls (Capacities, Space Concept, Requirements of the Users, Building Physics & Technology, movable & immovable Equipment, Open-Air Facilities etc.)
  - Visualization of the architectural Plot

Phase III:

- Calculation of the Profitability
  - Description of the attainable occupancy potentials for different sceneries
  - Cost-Benefit Calculation
  - Investigation of the Investment Volume