

**FEASIBILITY STUDY AND CONCEPT DEVELOPMENT
MULTIFUNCTIONAL INFRASTRUCTURE AT ZURICH AIRPORT**



Source: www.unique.com

Client: Flughafen Zürich AG (formely: Unique)
Year: 2006, 2009, 2010
Location: Zurich, Switzerland

Brief Description:

Flughafen Zürich AG operates Zurich Airport. To expand its land-side-business the operator plans to develop the congress and event business via extension of the existing multifunctional infrastructure.

Wenzel Consulting was commissioned with the analysis of the feasibility of the project, to develop the functional concept of a multifunctional facility and to identify potential complementary uses.

In 2009 Wenzel Consulting was mandated with the updating of the feasibility study regarding the modified and redefined requirements and utilizations for the project development "The Circle".

In 2010 Wenzel Consulting was commissioned with the evaluation of the demand for MICE facilities inside the project development „The Circle“. For this well-known

swiss companies and such international enterprises which have major regional offices in Switzerland were selected and listed and the responsible persons for the MICE-Business were interviewed by phone or by questionnaire. Finally the results of the inquiry were evaluated and recommendations concerning the room schedule were made.

Tasks:

Phase I: Feasibility Study

- Basic Examinations of the Event Market
- Market Analysis of multifunctional Facilities
- Benchmarking
- Analysis of the Micro Site
- Market and Demand Analysis
- Consultancy in Conception and Dimensioning
- Analysis of the economic Feasibility
- Identification of potential complementary Uses
- Expert Workshop

Phase II: Concept Development

- Development of a Functional Layout
- Planning of the Building Layout
- Determination of the Invest
- Economic Feasibility

Phase III: Feasibility Study „The Circle“, Culture- & Event Facilities

- Site Check
- Analysis of the Catchment Area
- Analysis of the Competition
- Determination of Requirements
- Concept Positioning
- Occupancy Prognosis
- Architectonical, technical Conception
- Economic Efficiency

Phase IV: Evaluation of the Business Demand for MICE-Facilities inside the Project Development “The Circle”

- Development of the Questionnaire
- Selection of the companies which should be interviewed (in cooperation with the Client)
- Interviews by phone or by Questionnaire (responsible persons from Marketing, PR, Corporate Communications or -Management)
- Evaluation of the Results
- Adaption of the Room schedule and final Recommendations