

STRATEGIC EXPANSION/FUTURE CONCEPT

INSELBAD BAHIA, BOCHOLT



Source: Bahia

Client: Bocholter Bäder GmbH, Bocholt
Year: 2010
Location: Bocholt (North-Rhine-Westphalia), Germany

Brief Description:

After 16 years of operation Bahia still is a successful water park and attractive leisure facility in Bocholt. A continuous extension strategy and ongoing investments in the attractiveness of the public pool as well as the professional and dedicated management of the facility are the basis for the success.

With the objective of the further securing of the future of the public pool Wenzel Consulting was commissioned with development of a future concept/strategic expansion for the water park Bahia.

Therefore diverse scenarios with the potential to strengthen the site were developed. Goal was to identify approaches which ensure and extend the visitor poten-



tial, which are economically sustainable, possess an USP and are able to compete.

The analysis ended with recommendations for both measures to be realized soon (optimization of the portfolio) and measures for the securing of the water parks future (like the medium-term realization of a health-orientated offer).

Tasks:

- Analysis of the present Situation
- Analysis of the Catchment Area
- Analysis of the Competition
- Trend Analysis
- Recommendations for the Optimization of the Portfolio
- Concept Development (Target Group specific)
- Capacity Forecast
- Profitability (for the favored Scenario)