

MARKET ANALYSIS

WATERPARKS IN NORTHERN ITALY



Source: Wenzel Consulting Aktiengesellschaft, Hamburg 2004

Client: European Operator of Leisure Facilities

Year: 2004

Location: Various, Northern Italy

Brief Description:

With his diversification strategy the client is planning to realize various water parks in northern Italy as a new business field. Wenzel Consulting was commissioned to find out interesting sites for these projects. 16 water parks in the Italian tourist regions Gardasee, coastline Venice – Rimini and Rome/Lazio were examined.

Tasks:

- Evaluation of the Sites and the Parks
- Analysis of the Competition
- Qualitative and quantitative Analysis of the Catchment Areas
- Evaluation of the Visitor Potential (residents and tourists)