

DEVELOPMENT STRATEGY

ARRIBA RECREATIONAL POOL, NORDERSTEDT



Source: www.arriba-erlebnisd.de

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| Client: | Stadtwerke Norderstedt GmbH |
| Year: | Since 2005 |
| Location: | Norderstedt (Schleswig-Holstein), Germany |

Brief Description:

With approx. 625,000 visitors p.a. Arriba is the most frequented recreational pool in the Hamburg metropolitan area. However there is a high density of public pools with a broad offer concept for different target groups in the region and – in addition – there are diverse plannings for extension and attractiveness measures for other facilities in the catchment area.

For to ensure and extend its position in the market Wenzel Consulting was hired to point out development potentials for the future strategic direction of Arriba. Wenzel Consulting also accompanied the realization phase.

Tasks:

- Analysis of the Catchment Area
- Evaluation of the Competition
- SWOT Analysis
- Creation of the strategic measure catalogue
- Visitor Prognosis
- Calculation of Profitability