

FEASIBILITY STUDY

SPORTS & RECREATIONAL WATERPARK OLDENBURG (OLDB)



Source: Olantis

Client: City of Oldenburg (Oldb)
Year: 1999 – 2004
Location: Oldenburg (Oldb), (Lower Saxony), Germany

Brief Description:

In 1999 the city of Oldenburg (Oldb) planned the enlargement of an existing outdoor pool to a recreational waterpark, operated and financed by private investors and operators. Wenzel Consulting was hired to prove the content of the submitted application documents. Additionally the general conditions (market analysis, competition, visitor potential, concept, functional space program, acceptable investment volume) had to be analyzed. In summer 2000 Wenzel Consulting made several plausibility checks of the received application documents in order to determine the optimal operator and investor, fulfilling the specific requirements of the city of Oldenburg. As no applicant achieved the minimum requirements a revision of the call for tender was carried out. Wenzel Consulting submitted another detailed plausibility check of the applicants but even during this phase no qualified investor nor operator could be found.

The city of Oldenburg (Oldb) decided to realize the recreational waterpark at their own risk. In order to meet the demands of tourists and local residents and to achieve best possible economic effects, Wenzel Consulting was hired to complete a feasibility study including a concept development in December 2001.

The political decision to realize and operate the waterpark was based on our expert recommendations as result of the feasibility study.

Wenzel Consulting has been involved in the planning of the tender documents for the architects and was a member of the jury.

Later Wenzel Consulting checked the plausibility of a concept describing the alteration of the little river "Mühlenhunte", running directly at the border of the property, into a River-Baths.

The Olantis Sports and recreational Waterpark Oldenburg was opened on April, 30th, 2005, and the number of visitors is higher than prognosticated.

Tasks:

- Selection of Investors and Operators
 - Phase I:
 - Analysis of relevant facts (Market Analysis etc.)
 - Preselection of Investors and Operators
 - Verification of the preselected application documents
 - Phase II:
 - Appraisal of the Catalogue of Requirements
 - Plausibility Check of the offers of Investors and Operators
- Feasibility Study
 - Potential Analysis
 - Concept Development
 - Economic Feasibility Analysis
- Stand-by-Consulting