

DEVELOPMENT AND IMPLEMENTATION CONSULTANCY
CAROLUS THERMAL SPRINGS, AACHEN



Source: Carolus Thermen, Bad Aachen

Client: Kur- und Badegesellschaft mbH, Aachen
Year: 1993 - 2006
Location: Bad Aachen (North-Rhine Westphalia),
Germany

Brief Description:

The Kur- und Badegesellschaft mbH, Aachen, mandated Wenzel Consulting in 1993 to carry out a market and demand analysis with an ensuing economic feasibility study.

Furthermore, an innovative thermal spring concept was developed, which addressed the demands of the individual guests and which was characterized by a prominent unique selling point: the relaxation, enjoyment, health and comfort of the guests were central to the planning activities. The experience concept based on the modern implementation of historic bathing cultures. Wenzel Consulting, in a counselling role, managed the architect selection process.

The task of Wenzel Consulting during the implementation phase consisted primarily in concept controlling and in continuously monitoring the profitability. A market-

ing concept and human resources plan were designed within the context of these activities.

“Carolus Thermal Springs” opened in February 2001. In summer 2001 an analysis of strenghts and weaknesses has been carried out. In April 2002 a survey with the local population supplied profound information concerning acceptance and positioning of the facility. In spring 2004 Wenzel Consulting was mandated to accomplish another questioning of guests and local population.

The prognosticated characteristic numbers are reached (visitors) and the proceeds are even higher than prognosticated. The high claims of the operator concerning image and market position of “Carolus Thermal Springs” are confirmed by the results of the market research. In addition a questioning asking for the reachability of “Ex-Carolus Thermal Springs-Users” was carried out in Spring 2006.

In 2006 Wenzel Consulting was mandated with a Website-Check of the internet presence of “Carolus Thermal Springs” (for further information ask for our special reference).

Tasks:

- Marketing and Demand Analysis
- Economic Feasibility Study
- Development of a Concept
- Consultation during the Architecture Selection Procedure
- Advice on implementation
 - Concept Controlling
 - Monitoring Profitability
 - Creating the Marketing Concept
 - Human Resources Planning
- Analysis of Strenghts and Weaknesses (SWOT-Analysis)
- Market Research: Different Surveys, Guests + local Population
- Website-Check (incl. Recommendations for Optimization)

Additional information can be found at www.carolus-thermen.de.