

PLAUSIBILITY CHECK

DAY SPA HEALTH RESORT "OBERLAA NEU"



Source: www.oberlaa.at

Client: VAMED Standortentwicklung und Engineering GmbH & Co. KG, Vienna

Year: 2006

Location: Vienna (Austria)

Brief Description:

The thermal bath Oberlaa in Vienna is one of the most frequented Health-SPAs in Austria. The expansion of the health resort on a surface of 200,000 sqm under the project title "Oberlaa Neu" is planned to be realized up to the year 2010.

To ensure the project part Day SPA, created by VAMED, Wenzel Consulting examined the plausibility of the concept and of the economy.

Tasks:

- Potential Analysis
 - Quantitative and qualitative Analysis of the Catchment Area
 - Rough Evaluation of the Competition
 - Determination of the Visitor Potential
- Plausibility Check of the presented Concept
- Plausibility Check of the Economy
 - Breakeven Analysis for the first year (EBITDA)
 - Dynamic Calculations of the Economy within the next five years