

DEVELOPMENT STRATEGY

HEALTH RESORT CITY OF BAD DÜRKHEIM



Source: Stadt Bad Dürkheim

Client: Staatsbad Bad Dürkheim GmbH
Year: 2007
Location: Bad Dürkheim (Rhineland-Palatinate), Germany

Brief Description:

The City of Bad Dürkheim offers various possibilities in water recreation, wellness facilities or health resorts to both the population and the tourists. Key players among the service enterprises in Bad Dürkheim are the recreational pool Salarium and Staatsbad Bad Dürkheim GmbH, who operate the mineral springs, the health spa business and also the wellness center Vitalis.

Since years the implementation of a new thermal spring offer as an alternative for the old health spa business center was a central theme in public discussions. For to create a clear positioning for the City of Bad Dürkheim Wenzel Consulting was hired to carry out a development strategy for the recreational pool, health spa and wellness offers in the city.

For the strengthening of Bad Dürkheims positioning as a destination for medical-health tourism a new product was created, based on the actual market situation and the analysis of the constituent offers.

The concept for a new health center with medical wellness offers is considering trends of the demand side as well as utilizing the existing constituent offers and the local resources of mineral springs.



Tasks:

- Site Analysis
- Analysis of the existing health-related Infrastructure
- SWOT Analysis of the Health Spa Business Center
- Determination of the Potential of Demand
- Analysis of the actual Market Absorption
- Competition (supraregional)
- Trend Analysis Health Spa Market
- Description of Reference Facilities
- Development of a Positioning Strategy
- Recommendations for a Site
- Operating Structure