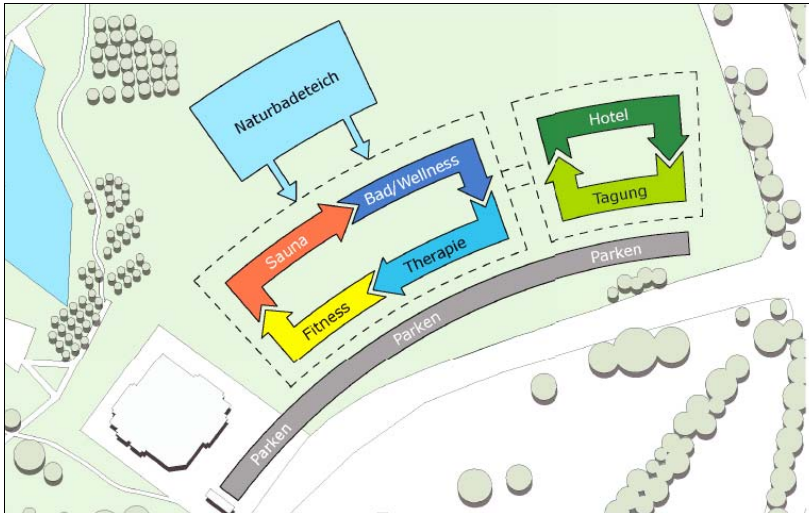


**FEASIBILITY STUDY**

**THERMAL SPA BAD MÜNDER**



Source: outline: Baumann Architekten

Client: City of Bad Münden  
 Year: 2010  
 Location: Bad Münden (Lower Saxony), Germany

**Brief Description:**

At the same time Baumann Architekten, Berlin, and Wenzel Consulting, Hamburg, were commissioned with the feasibility study for a thermal spa in Bad Münden, whereby the tasks and analysis steps of both offices were separately defined.

Target of the study was to develop the vision of a new thermal spa offer concept in Bad Münden under consideration of the potential of the four different local curative waters. The existing local offers of medical treatments and facilities should also be considered, esp. the kinotherapeutic brine bath in the physical therapy center. Furthermore the new product shouldn't be positioned in competition to the existing thermal spas in the market environment.

The results of the study were drafted in two separate reports, whereby the analysis steps of Wenzel Consulting included the analysis of the catchment area and of the competition, the definition of the product/conception, the visitor prognosis and the profitability.



Purpose of the study is to be an interne basis of decisionmaking but it also contains key data to be used in the process of application of funds and during operator and investor acquisition.

Tasks:

- Analysis of the Catchment Area
- Analysis of the Competition
- Definition of the Product/Project Conception/Positioning
- Visitor Projection
- Profitability