

**FEASIBILITY STUDY AND PLAUSIBILITY CHECK
NEW BUILDING THERMAL SPA AND HOTEL BAD NAUHEIM**



Source: wetteraukreis.de

Client: Hessisches Immobilienmanagement,
Wiesbaden

Year: 2009 – 2010

Location: Bad Nauheim (Hesse), Germany

Brief Description:

The health resort Sprudelhof with its three own springs and about 300 bath-cabins is existing since 1905 on the edge of the spa gardens of Bad Nauheim. After starting to discuss about the new building of a demand-actuated thermal spa, the city of Nauheim implemented a market research process, which was won by the group Krieger/GMF.

Hessisches Immobilienmanagement commissioned Wenzel Consulting with the examination of the feasibility and plausibility of a new thermal bath by intergrating the Sprudelhof.

In addition PKF hotelexperts Vienna – who worked as subcontractors for Wenzel Consulting – examined the general feasibility of a hotel at the site. This study should be a basis for internal decisions but can also be a first presentation for potential operators.



See also our reference "Evaluation of the real estate potentials and marketing opportunities of the facility Sprudelhof" (as a conversion project) from the year 2006.

Tasks:

- Thermal Spa:
 - Rough Check of the Site
 - Analysis of the Catchment Area
 - Analysis of the Competition
 - Concept Evaluation
 - Visitor Prognosis
 - Profitability
 - Operator Models
 - Regional economic Effects
- Hotel (examined by PKF hotelexperts, Vienna):
 - Site Analysis
 - Market Analysis (Supply/Demand/Market Development)
 - Product Evaluation
- Thermal Bath and Hotel
 - Interdependence Thermal Bath/Hotel