

## POTENTIAL ANALYSES/ANALYSES OF MARKET PENETRATION

### MERIDIANSIPA, DIVERSE SITES



MeridianSpa, Spandau-Arcaden,  
Source: MeridianSpa GmbH

Client:	MeridianSpa GmbH, Hamburg
Year:	Since 2001
Location:	Berlin, Bonn, Bremen, Frankfurt, Hamburg, Hannover, Lübeck, , Stuttgart; Germany

#### Brief Description:

MeridianSpa is one of the premium providers in the German fitness and wellness market. In the context of the strategic expansion of MeridianSpa Wenzel Consulting is consulting them in examining potential site options for the realization of new wellness facilities since 2001 up to today.

The standardised examination includes the determination of well funded potentials of demand, the analysis of the competition and the prognosis of the achievable visitor potentials. In a next step these data were contrasted with the comparative data of existing sites.

Including the meanwhile realized MeridianSpa facilities in Spandau Arcaden, Berlin (2002) and in Hamburg-Poppenbüttel (2004) a total of 14 project sites were analysed.

The analysis of the market penetration which focuses on the total market of a metropolis is a product we developed especially for MeridianSpa. Through the cartographic illustration of listed members, the structure of the competition and the potential of well funded demand it is possible to explore site potentials on macro-level.



Tasks:

- Potential Analyses
  - Project/Site Analysis
  - Analysis of the Catchment Area
  - Competition Analysis
  - Visitor Projection
  
- Analysis of Market Penetration
  - Extensive Investigation and Evaluation of socio-demographic and socio-economic Indicators of Demand
  - Market Penetration: Evaluation of Member Data based on Postcode Areas
  - Analysis of the Competition in the Fitness/Wellness Segment
  - Probing of Locations
  - Recommendations for the Market Cultivation

You can find additional information at [www.meridianspa.de](http://www.meridianspa.de).