

**FEASIBILITY STUDY**  
**AQUADROME SPA, ROME**



Source: viamichelin

Client: Gruppo Condotte, Rome  
PKF Consulting, Milano

Year: 2009

Location: Rome, Italy

**Brief Description:**

In the Eur district of Rome the site of the former Velodromo Olimpico (built for the Olympic Games in 1960) is available for conversion uses. A joint-venture between the public funds of the district Eur and Gruppo Condotte is developing the plannings for the site.

With the project proposal "Aquadrome" a mixed use facility with a hotel and a wellness/Spa facility as anchor utilizations was created.

For to hedge the project Gruppo Condotte commissioned PKF Consulting Milano and Wenzel Consulting with the feasibility study for the both components hotel and wellness/Spa facility.

Task of Wenzel Consulting was to develop a totally new Spa and wellness concept, which is absolute different to all other offers in Rome.



Tasks:

Phase I: Market Analysis

- Demand Analysis
- Competition Analysis

Phase II: Conceptual Approach

- Benchmark
- Positioning
- Theming
- Conceptual Guidelines

Phase III: Business Plan

- Visitors Projection
- Estimation of the Capacities
- Calculation of the Profitability
- Feedback from potential Operators