



# COMPANY PROFILE AND REFERENCES

## PROFUND CONSULT

PRO|FUND  
CONSULT



**PROFUND CONSULT**  
COMPANY

# PROFUND CONSULT COMPANY



## Consulting company for the leisure, tourism and entertainment industry

**Clients:** Operators, Project Developers, Investors, Financial Institutes, Planner, Consulting Companies, Architectures, Public Sector (Cities, Municipalities, Government etc.)

**Project specific consultancy** during the planning, realization and/or optimization of leisure attractions and tourism destinations.

### Services:

- Feasibility Studies
- Financial Analysis
- Market Analysis
- Concept Development
- Attendance Analysis
- Business Planning
- Performance Improvement
- Economic Impact Analysis
- Search for Operators and Investors

**Expertise** from over 350 reference projects in the leisure industry since 2000. Both Managing Partners worked as Senior Consultants at Wenzel Consulting before founding PROFUND Consult

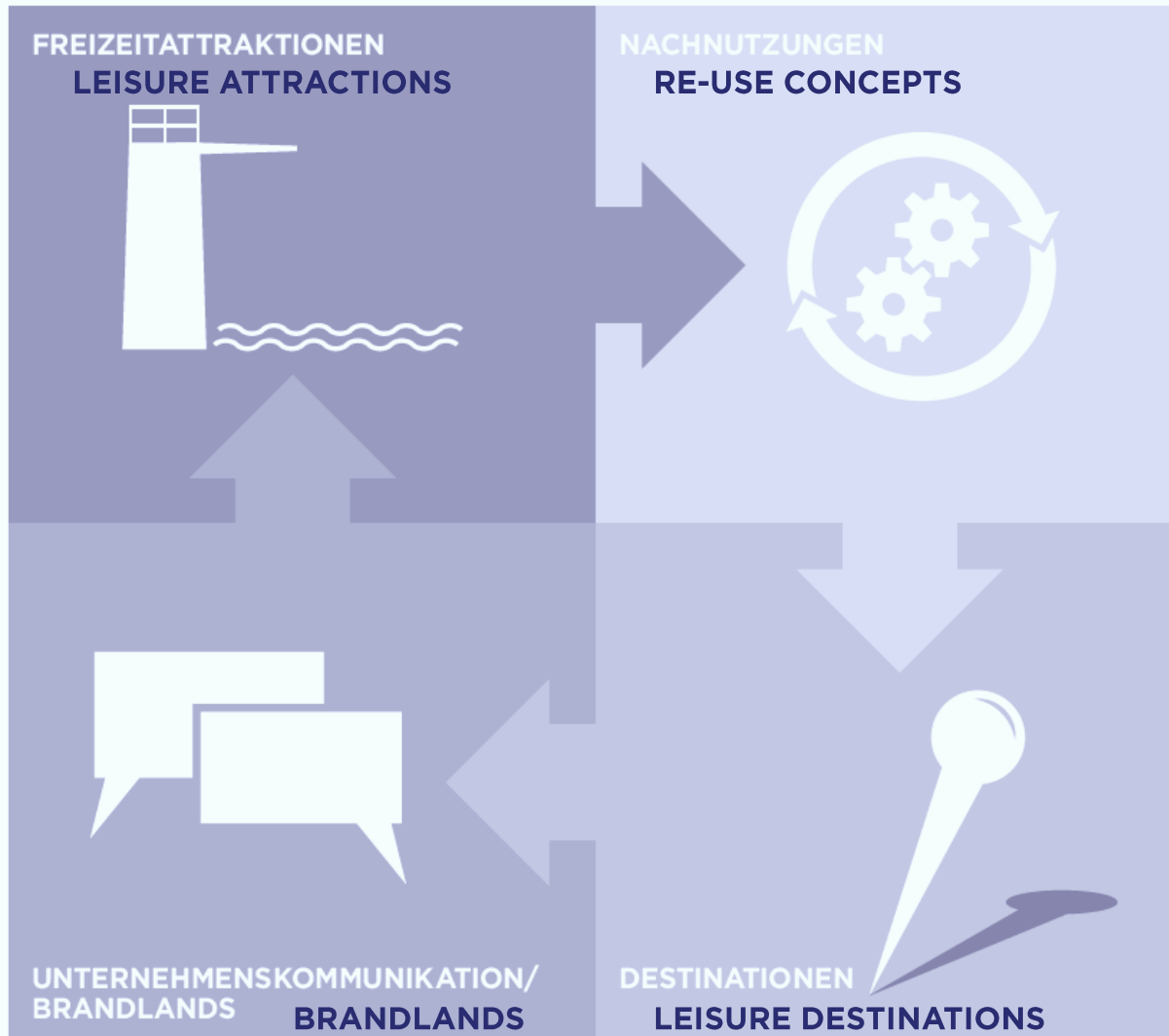
## Extensive network in the leisure and tourism industry world-wide

We are part of the following organizations:

- **IAAPA** (International Association of Amusement Parks and Attractions),
- **VDFU** (Association of German Leisure Companies),
- **EWA** (European Waterpark Association)
- **IAKS** (International Association for Sport and Leisure Facilities)



# PROFUND CONSULT BUSINESS FIELDS



## Leisure Attractions

Pools | Water Parks  
Fitness | Wellness | Spa  
Health & Prevention Facilities  
Sport Facilities  
Leisure- and Theme Parks  
Zoos  
Entertainment & Mixed-Use Developments  
Culture Attractions and Venues  
Museums | (Indoor) Visitor Attractions

## Re-Use Concepts

for Buildings  
for Former Industrial or Military Areas, e.g.  
Waterfront Developments

## Leisure Destinations

Hotels | Resort Developments  
Tourism Destinations | Master Plans  
Infrastructure Planning for Municipalities

## Brandlands

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# PROFUND CONSULT SERVICES



## FEASIBILITY STUDIES

Site Assessment | Site Selection  
Market Analysis of Demand Potential  
Competition Environment  
Trend Analysis  
Benchmark Analysis  
Concept Development | Evaluation  
Attendance Projection | Visitor Flow  
Business Planning  
Operator and Investor Search



## DEVELOPMENT STUDIES

Strategic Positioning  
Tourism Master Plans  
Re-use Concepts  
Infrastructure Master Plans,  
e.g. Positioning Concepts for  
Different Public Pools



## PLAUSIBILITY CHECKS



## RESEARCH OF SUBSIDIES



## OPERATIONAL CONSULTING, MYSTERY CHECKS



## ECONOMIC IMPACT ANALYSIS, PERFORMANCE IMPROVEMENT



## QUALITY CHECKS, GUEST SURVEYS



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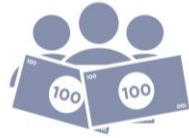
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# PROFUND CONSULT CLIENTS (SELECTION)



## PUBLIC SECTOR

BIS Bremerhaven Tourismus (Germany)  
City of Belgorod (Russia)  
City of Wilhelmshaven (Germany)  
City of Wolfsburg (Germany)  
Flughafen Zürich AG (Switzerland)  
Landkreis Goslar (Germany)  
MIGROS Genossenschaftsbund Ostschweiz (Switzerland)  
projekt Region Braunschweig GmbH (Germany)  
Stadtwerke Lindau GmbH & Co. KG (Germany)  
Stadtwerke Osnabrück AG (Germany)  
Therme Klopein Entwicklungs GmbH (Austria)  
Wolfsburg AG (Germany)



## OPERATORS | INVESTORS

Anschutz Entertainment Group (USA)  
aquabasilea AG (Switzerland)  
Center Parcs Europe N.V. (France)  
CinemaxX AG (Germany)  
Danfoss A/S Museum & Teknorama (Denmark)  
GIANT Company (Ireland)  
JSC Extract Fili (Russia)  
Merlin Entertainments Group (United Kingdom)  
NREC (Kuwait)  
Penta Investments (Slovakia)  
Swiss Spa Management AG (Switzerland)  
Talentis Group (Hungary)  
Victor & Co. Megacomplex na Moskovskom (Russia)



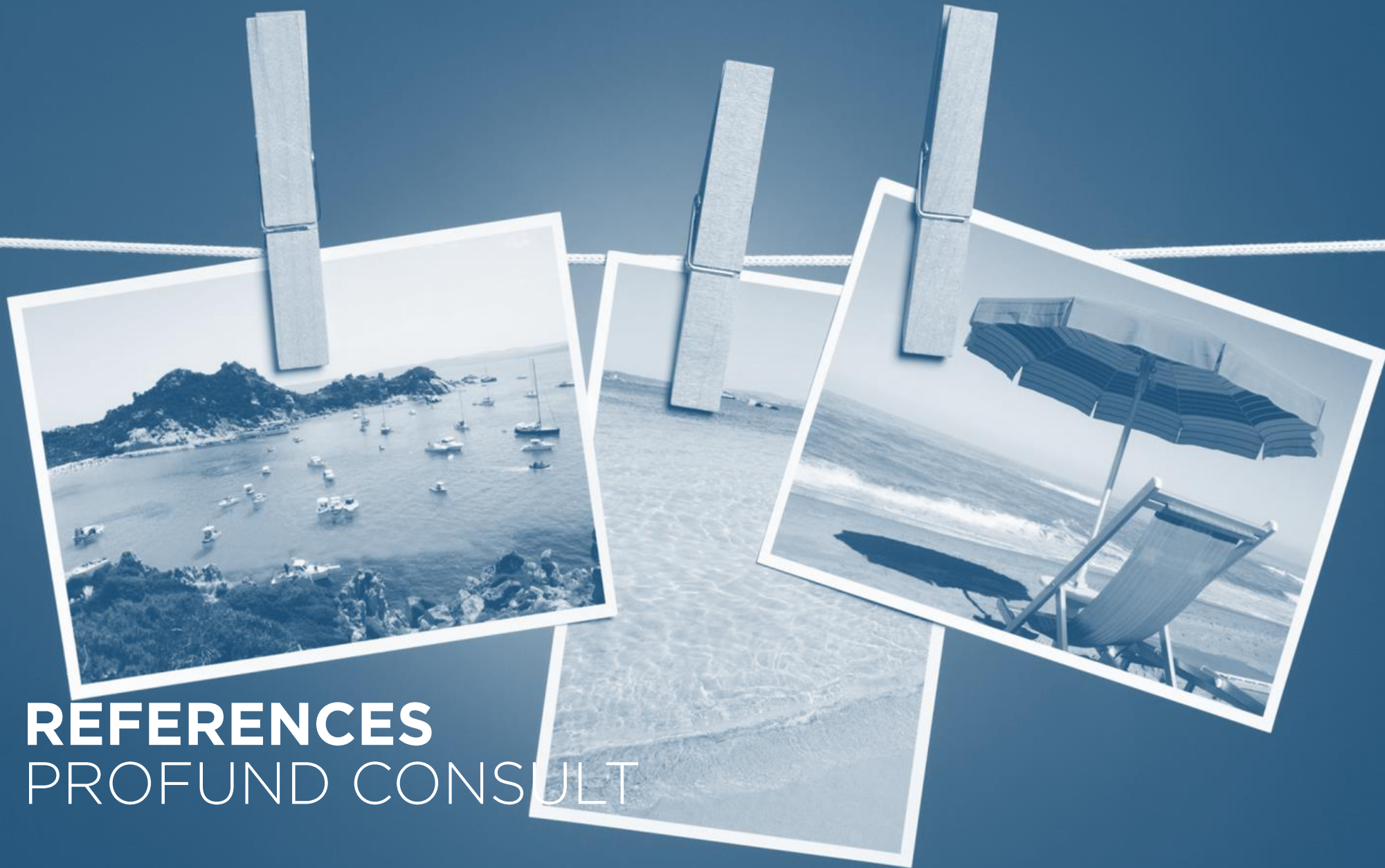
## BANKS | FINANCIAL INSTITUTES

Landesbank Baden-Württemberg (Germany)  
Sparkasse Heilbronn (Germany)



## CONSULTANTS | ARCHITECTS

Dan Pearlman Experience Architecture (Germany)  
Jan Janssen Hospitality Consulting BV (The Netherlands)  
D & J International Consulting (United Kingdom)  
M2 Leisure (The Netherlands)



**REFERENCES**  
PROFUND CONSULT



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REFERENCES

# BUSINESS FIELD WATERPARKS | FITNESS | WELLNESS



**Therme Klopein Entwicklungs GmbH (Austria):**

Feasibility Study Thermal Spa Lake Klopein in Austria, 2015

**International Investor (Russia):**

Market Analysis and Visitor Forecast Resort Development (Water Park and Hotel) in Yalta, Crimea Region, 2014

**Migros Ostschweiz (Switzerland):**

Feasibility Study New Waterpark in Switzerland, 2013



**Unternehmensgruppe Wund (Germany):**

Feasibility Study "Badeparadies Schwarzwald", 2013

**Meridian Spa Deutschland GmbH (Germany):**

Market and Potential Studies for New Spas in Hamburg and Frankfurt, 2013

**City of Belgorod (Russia):**

Market Analysis for a Thermal Spa in Belgorod, Russia\*

\* As Part of the Project Leadership at Wenzel Consulting



## BUSINESS FIELD

### WATERPARKS | WELLNESS (EXAMPLE)



#### FEASIBILITY STUDY BIGGEST WATERPARK IN SWITZERLAND

**Year:**

2013-2014

**Client:**

Migros Genossenschaftsbund  
Ostschweiz (Switzerland)

**Abstract:**

The MIGROS as one of the biggest companies in Switzerland plans to develop the most valuable and frequented water park in Switzerland. PROFUND Consult was appointed to undertake the feasibility study as well as the pre-concept design work.

- Evaluation of the best location in Switzerland
- Qualitative and Quantitative Analysis of the Inhabitants and Tourism Potential
- Competition Check-Up and Review of Water Parks in Switzerland
- Pre-Concept Design
- Attendance Projection
- Business Plan



## BUSINESS FIELD

### WATERPARKS | WELLNESS (EXAMPLE)



#### FEASIBILITY STUDY BADEWELT SINSHEIM

**Year:**  
2012

**Client:**  
Sparkasse Heilbronn (Financial  
Institute) and Unternehmensgruppe  
Wund (Operator of Water Parks)

**Abstract:**  
The “Unternehmensgruppe Wund” is  
the most successful operator of water  
parks in Germany. PROFUND Consult  
investigated for the company in a  
feasibility study the chances and risks  
of their planning in Sinsheim. Now the  
attraction opened and achieved more  
than 500,000 visitors in the first year  
of operation.

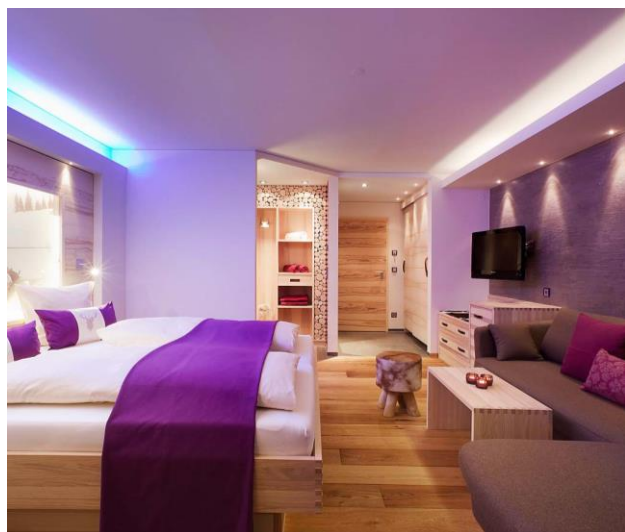
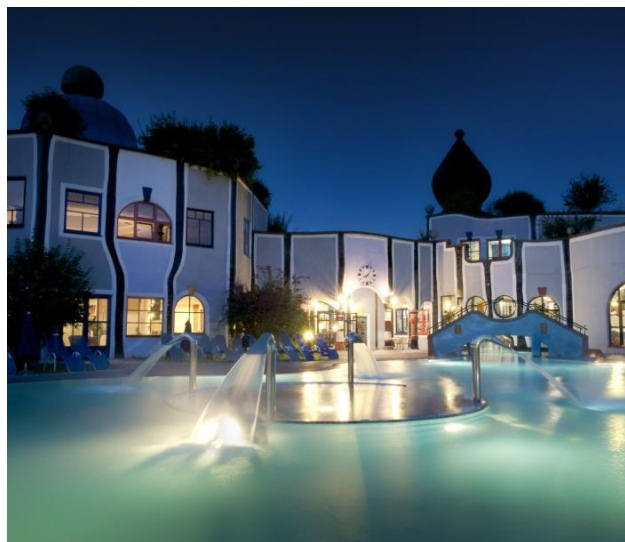
- Qualitative and Quantitative Analysis of  
the Inhabitants and Tourism Potential
- Competition Check-Up
- Evaluation of the Concept
- Attendance Projection
- Business Plan

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REFERENCES

## BUSINESS FIELD HOTELS AND RESORTS

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### **Russian Investor (Russia):**

Market Analysis and Visitor Forecast  
Resort Development (Water Park and  
Hotel) in Yalta, Crimea Region, 2014

### **Jan Janssen Hospitality Consulting BV (The Netherlands):**

Feasibility Study Hotel at the European  
Central Bank, Frankfurt am Main, 2013

### **Stadtwerke Bad Kissingen GmbH (Germany):**

Feasibility Study Hotel at Thermal Spa  
Bad Kissingen and Acquisition of  
Investors and Operators, 2013

### **Talentis Group (Hungary):**

Feasibility Study Leisure Destination  
"The Park" Etyek (Hungary)\*

### **Center Parcs Europe (France):**

Divers Projects for Center Parcs (e.g.  
Center Parcs Leutkirch, Center Parcs  
Moselle etc.)\*

\* As Part of the Project Leadership at Wenzel Consulting



## BUSINESS FIELD

# HOTELS AND RESORTS (EXAMPLE)



### FEASIBILITY STUDY RESORT DEVELOPMENT IN CRIMEA REGION

**Year:**

2013-2014

**Client:**

Anonymous Russian Investor

**Abstract:**

A big Russian company plans to develop one of the biggest resorts (consisting of water park and accommodation facilities) in the City of Yalta in the Crimea Region. PROFUND Consult were charged in doing the feasibility study for this exciting project.

- Demand Analysis (Qualitative and Quantitative Analysis of the Inhabitants and Tourism Potential)
- Competition Analysis (Water Parks and Accommodation Facilities)
- Pre-Concept
- Attendance and Occupancy Projection
- Business Plan



# BUSINESS FIELD

## INDOOR VISITOR ATTRACTIONS | MUSEUMS



### **Merlin Entertainments Group (United Kingdom):**

Market Analysis and Attendance Projection for Merlin Midway Attractions (Sea Life, LEGOLAND Discovery Center, Dungeons, Madame Tussauds) for National and International Locations, 2011 – 2015

### **AUG. PRIEN (Germany):**

Feasibility Study Indoor Visitor Attraction in Hamburg, 2013

### **BRC Imagination Arts (The Netherlands):**

Feasibility Study Martin Luther Experience Wittenberg\*

### **Danfoss A/S Museum & Teknorama (Denmark):**

Project Outline Danfoss Universe, Nordborg, Denmark\*\*

### **NREC (Kuwait):**

Project Outline WOW! Abu Dhabi, United Arab Emirates\*\*

\* As Part of the Project Leadership at Wenzel Consulting

\*\* Realized by Petri & Tiemann GmbH



# BUSINESS FIELD

## INDOOR VISITOR ATTRACTIONS (EXAMPLE)



### FEASIBILITY STUDIES FOR MERLIN MIDWAY ATTRACTIONS

**Year:**

Since 2011

**Client:**

Merlin Entertainments Group

**Abstract:**

PROFUND Consult undertakes feasibility studies for potential new international locations for Merlin Midway Attractions (SeaLife, LEGOLAND Discovery Centre, Madame Tussauds and Dungeons). These analysis are basis of decision-making for Merlin Entertainments (e.g. Madame Tussauds San Francisco, LEGOLAND Discovery Centre Toronto).

- Site Analysis
- Analysis of the Catchment Area
- Analysis of the Demand Potential (Inhabitants and Tourists)
- Competition Analysis
- Attendance Projection (3 Scenarios)

# BUSINESS FIELD LEISURE- AND THEME PARKS



**Anonymous (via dan pearlman brand architecture gmbh):**

World-wide Trend and Market Analysis for a Brandland Based Leisure Attraction in Different Countries, 2014

**Wolfsburg AG (Germany):**

Market Analysis and Acquisition of Operators for a Theme Park Harz, 2012

**Merlin Entertainments Group (United Kingdom):**

Feasibility Study SeaLife Theme Park in, Oberhausen, Germany, 2011



**Ballast Nedam (The Netherlands):**

Feasibility Study of Diamonda Theme Park Weeze (Northrhine-Westfalia)\*

**Merlin Entertainments Group (United Kingdom):**

Market Analysis and Due Diligence of Different Water Parks in Italy\*

\* As Part of the Project Leadership at Wenzel Consulting



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REFERENCES

## BUSINESS FIELD ENTERTAINMENT | MIXED USE

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### **Anonymous (via dan pearlman experience architecture gmbh):**

Feasibility Study Entertainment Attraction Berlin, 2014

### **Anschutz Entertainment Group (via D&J International Consulting, United Kingdom):**

Feasibility Study Entertainment Development O2 World Berlin, 2013

### **Stage Entertainment GmbH (Germany):**

Comparative Market Analysis for 8 Musical Sites in Germany and Austria\*

### **Victor & Co. Megacomplex na Moskovskom (Russia):**

Market and Site Analysis Leisure Shopping Centre Novo-Sadowaja, Samara, Russia\*

### **Penta Investments (Slovakia):**

Feasibility Study and Identification of Leisure Uses at Port Mall in Bratislava, Slovakia\*



\* As Part of the Project Leadership at Wenzel Consulting



## BUSINESS FIELD

# ENTERTAINMENT | MIXED USE (EXAMPLE)



### FEASIBILITY STUDY ENTERTAINMENT DEVELOPMENT O2-WORLD BERLIN

**Year:**  
2013

**Client:**  
Anschutz Entertainment Group (AEG)

**Abstract:**  
Anschutz Entertainment Group is planning to develop an entertainment district of up to 70,000 sqm on a plot of land adjacent to the O2 World arena in Berlin. PROFUND Consult GmbH was appointed to undertake an assessment of the market potential.

- A review of the performance of the O2 World arena
- Examination of the surrounding real estate development
- Review of a number of international entertainment districts including those completed by AEG in Los Angeles and London.
- Evaluation of the potential development options for the site
- Assessment of the likely levels of footfall and rents that could be achieved

# BUSINESS FIELD

## TOURISM | VENUES | SPORTS


**Allrounder Mountain Resort GmbH & Co. KG (Germany):**

Master Planning Additional Leisure Attractions Allrounder Mountain Resort (Snow Dome), Düsseldorf, 2014

**City of Wolfsburg (Germany):**

Update Masterplan Allerpark, Evaluation of Existing Leisure Components and Identification of Future Leisure Offers, 2013

**Stadt Wolfsburg (Germany):**

Evaluation Adventure Golf, 2013


**Wolfsburg AG & projekt Region Braunschweig GmbH (Germany):**

Tourism Master Plan & Pre Feasibility Study, 2012

**Grontmij GmbH (The Netherlands):**

Identification of Future Uses for an Old Mining Area in Eastern Germany, 2012

**Airport Zurich AG (Switzerland):**

Feasibility Study Multifunctional Infrastructure „The Circle“, Zurich\*



## BUSINESS FIELD VENUES (EXAMPLE)



### FEASIBILITY STUDY VENUE INFRASTRUCTURE AT ZÜRICH AIRPORT

**Year:**  
2010

**Client:**  
Flughafen Zürich AG

**Abstract:**  
Flughafen Zürich AG is planning the largest building construction project in Switzerland: a service centre with seven different functions is to be built on an area of 37,000 m<sup>2</sup> at the foot of Butzenbühl hill. We did the feasibility study for the “Culture & Events” part.

- Site Analysis
- Demand Analysis (Assessment of Demand)
- Competition Check-Up
- Pre-Concept and Technical Conception
- Forecast of Events (Attendance Projection)
- Business Plan

# PROFUND CONSULT CONTACT



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Redies

Managing Partner,  
Urban Planner, diploma  
(University of Dortmund)  
Real Estate Economist  
(Academy of Real Estate Economy)  
Senior Consultant at Wenzel  
Consulting (2000 – 2011)  
Managing Partner PROFUND Consult  
(since 2011)



Paul  
Oppermann

Managing Partner,  
Geographer, diploma  
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Senior Consultant at Wenzel  
Consulting (2005 – 2011)  
Managing Partner PROFUND Consult  
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