

Planning Guide

Procedure to follow in the planning of a recreational facility ¹

1) Location requirements:

- Accessibility, landscape, regional development plan

2) Location analysis (macro)

- Traffic bringers
- Population potential in zones which may be reached in 0-30 minutes/30-60 minutes, etc.
- "Quality" and structure of the population (lifestyle, purchasing power)
- Overall attractiveness and image of the region for tourism
- Possible synergies with (tourism-related) regional strengths/areas of focus

3) Location analysis (micro)

- Size of grounds
- Characteristics of grounds
- Flora & fauna
- Neighbors
- Access from highways/autobahns
- Site development
- Possibilities for expansion
- Existing (usable) buildings

4) Evaluation of location suitability

- Sufficient potential in the population?
- Sufficient quality in this potential?
- Suitability of the property?
- Sufficient reserve area?
- Likelihood of approval?
- Justifiable site development and property costs?
- Competitive situation with other recreational facilities and/or leisure parks?

¹ Source: "FdV," Dr. Scherrieb



- Competitive situation with other recreational activities?

Preliminary result 1:

- **Suitability**
- **No suitability**
- **Risk area with issues to clarify**

5) Determination of maximum investment volume

- Projection of achievable turnover with population potential to be activated in the first years of operation multiplied by average branch turnover per person minus costs of goods and material employed
- Determination of investment volume
Net turnover divided by operating costs customary to the branch = balance to be financed (15 years, accruals for follow-up investments and profit)

Preliminary result 2:

- **Do sufficient financial means remain for the financing and depreciation of an attractive investment in accordance with industry standard?**
- **Is the investment enough for this recreational facility to be able to compete with other recreational opportunities?**
- **If "no," then the plan must be aborted!**

6) Stipulation of operative form

- Owner/operator
- Lease
- Management contract
- Partial lease (restaurant, souvenirs)
- Partial management (restaurant, souvenirs)
- Co-management through consulting company in the beginning phase (in the case of lease or management contract, search for operator and integration of operator in subsequent planning stages)

7) Conceptual stage

- Company philosophy/themes
- "Imagineering"/determination of attractions in the form of an ideas study

- Construction of scenarios and planning of a tour
- rough appraisal of site development costs
- rough appraisal of construction and landscaping costs
- rough appraisal of costs for attractions
- rough appraisal of costs for decoration

Preliminary result 3:

- **Financing budget sufficient for realization (incl. 10% reserves)**
- **If not, can a plan reduced in scope still be attractive to the public?**
- **If "no" → project is aborted**
- **If "yes" → division into construction stages**

8) Financing and financial concerns

- Equity capital at disposal
- Contributions in kind
- Contribution of properties
- Establishment of contact with financing institutes
- Interim financing agreements
- Establishment of a monitoring system for the construction and operational stages

9) Detailed planning

- Site development plan
- Parks/landscaping
- Buildings
- Maintenance concept (tariffs, site development)
- Attractions

10) Costing

- Detailed costing of site development and landscaping
- Detailed costing of buildings
- Detailed costing of attractions
- Determination of subsequent investment steps
- Financing plan
- Flow chart/schedule
- Staffing plan

- Marketing budget
- Pre-opening costs
- 11) Suppliers and sponsorship
 - Clarification of supplier conditions (e.g. food & beverage, souvenirs)
 - Supplier-related sponsorship
 - Third-party sponsorship
- 12) Calculation of operating costs
 - Revenues/surplus (current operations)
 - Financing and depreciation expenses
- 13) Clearance & permission stage
 - ROV (Regional planning procedure)
 - Zoning map and construction
 - Individual clearances and approvals
- 14) Tendering
 - Construction
 - Landscaping
 - Attractions
- 15) Construction of facility
- 16) Personnel recruitment
 - Hiring
 - Training
 - Successive employment
- 17) Marketing Concept
 - Final determination of prices and pricing
 - Opening hours
 - Public relations
 - Advertising schedule
- 18) Pre-Opening
 - Test under varying conditions
 - Correction of organizational and program-related deficiencies
- 19) Commencement of operations
 - Customer surveys and tweaking/optimization of program and organization
 - Quality management system

20) Detailed planning of first expansion stage

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