TREND REPORT: EXPERIENCE ECONOMY
Leisure: Hit the ‘Zeitgeist’

Ten to 15 years ago, leisure properties were considered a new and promising asset class in the real estate investment world. The first hype has subsided and gave way to disillusionment. Real estate funds for football stadiums impoverished their signers, multiplex cinemas, gyms, theme parks, or indoor ski halls neither yielded nor yield their signers, multiplex cinemas, gyms, theme parks, or indoor ski halls neither yielded nor yield their desired capacity and therefore neither the predicted return. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.

Certainly not all leisure properties are future failure projects. Many positive examples are known, for instance ZOOM experience world in Gelsenkirchen, Käthe-Kruse-Puppenmuseum in Donauwörth, Sea Life in Munich, or Europa-Park in Rust. Disneyland Paris also has a powerful radiance extending the region. Yet, the projects are all lone fighters that cannot be compared. This reveals the major flaw: There is no uniform definition or delimitation for this niche segment. A phenomenon that can be observed all over Europe. The chances of this niche segment are opposed by great risks – even because the location requirements, reuse possibilities and life cycles clearly differ from those of classic office or retail spaces. They cannot be compared even among each other.