

The perfect location for Berlins next climbing hall

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1 Introduction

1.1 Background

Climbing is getting more and more popular as a mass sport. In Germany the national climbing association, the Deutscher Alpenverein (DAV), is the fifth biggest German sports association in terms of members. 1.054.000 Germans are currently members of the DAV, which is about 1,3 % of the population of Germany. That means that in Germany climbing sports are more popular than the quite popular German Handball or track and field athletics. While in the past the climbing sport was only popular among some passionate mountaineers, nowadays climbing is prevalent among the crowd, including businessmen, families, students, senior citizens and even children.

Of course many climbers live near mountains and pursue their sport in the outdoors. In the south of Germany there are mountain regions like the Alps and many climbers are organized in climbing clubs in the south of Germany. However, in order to allow also Germans living in the northern parts of Germany, which consist of rather flat geography, to get access to the climbing sport indoor climbing walls in climbing halls come are build.

In the last few years a significant increase in the number of climbers could be observed. In the last decade the number of memberships in the DAV increased by 47,8 %, while the population in Germany remained more or less unchanged. The increasing trend of climbers results in a need for the construction of climbing halls, especially in the flat parts of Germany, like in Berlin.

1.2 Business problem

Constructing and maintaining a climbing hall cause substantial costs. Therefore entrance fees are significantly higher than for regular gyms, swimming pools or other sports venues. The choice of an appropriate position for a new climbing hall is of tremendous importance, because a lack of customers could lead to bankruptcy in short time. This project aims to find a methodology to find an appropriate location for a new climbing hall in Berlin.

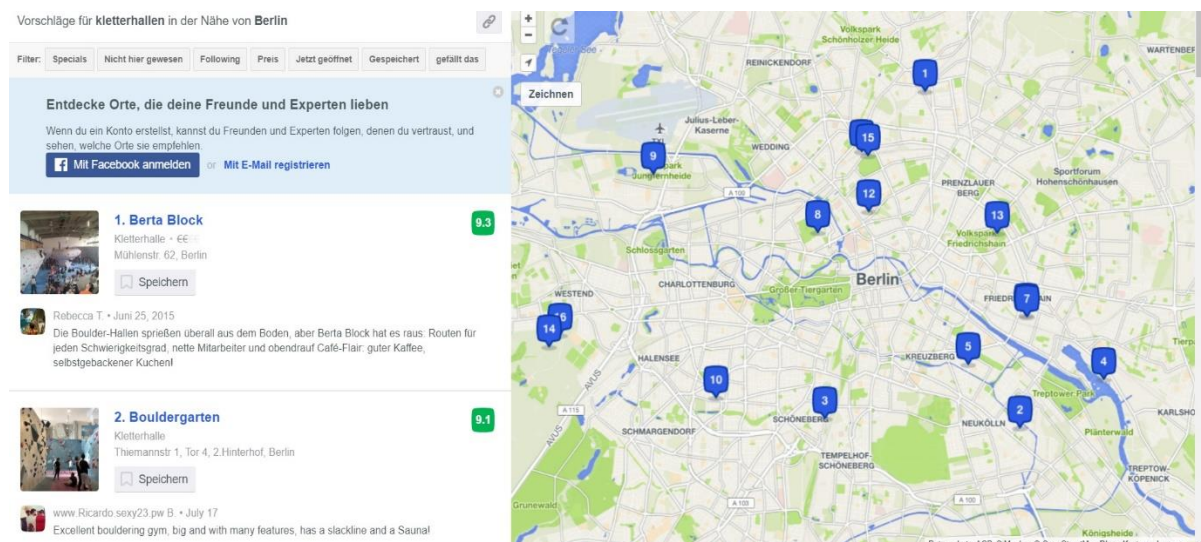
1.3 Interest

Start-ups and businesspeople interested in investing in a climbing hall are faced with the problem to find an appropriate location for the new sports venue. Very passionate climbers might also be interested to learn about climbing venue information when thinking about relocation.

2 Datasources

2.1 Foursquare-Data

The most important data source is going to be foursquare. Foursquare will provide the study with all the necessary data for both climbing halls and other venues of interest, which could influence the success of a potentially constructed climbing hall. The Foursquare-API is used to retrieve the needed data. Figure 1 shows an exemplary screenshot of search results regarding existing climbing halls in Berlin.



2.2 Additional Data

Apart from the Foursquare Data other sources of information might be used.

Information about the districts and neighbourhoods in Berlin might be helpful to predict potential costumers for different locations. Interesting information would include data about the population, income, purchasing power, educational level (measured in terms of proximity to universities and highschoools) might be taken into account. Those data might be downloaded from the internet or extracting using methods of webscraping, for example scraping data from Wikipedia.

Two approaches to find promising locations for climbing halls will be applied. For one of those, statistical data about climbers is needed, such as age, educational level, marital status, income etc. These statistical data might be extracted from surveys carried out by the German climbing association DAV or similar institutions.