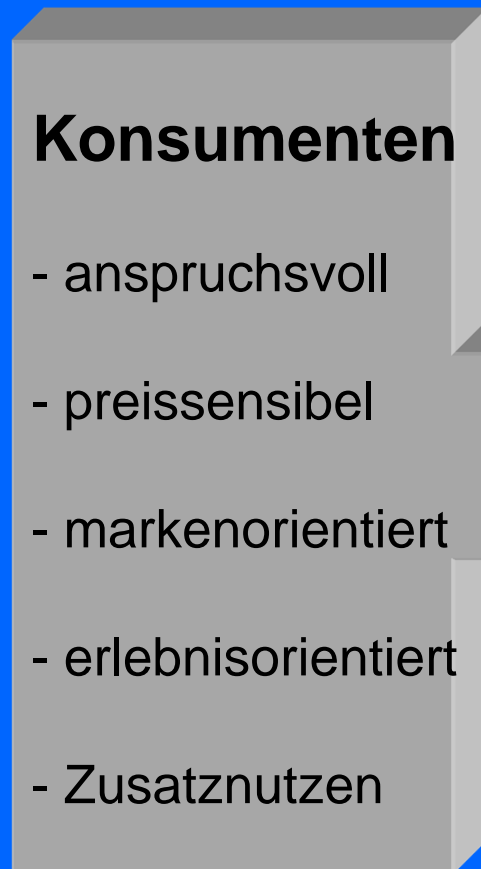


Neue Bühnen des Freizeitkonsums



Kombinations-Konsum Mixed-Use-Centers

Erlebnis

- UECs
- Brand Lands
- Themenrestaurants
- Freizeitparks
- Multiplex-Kinos

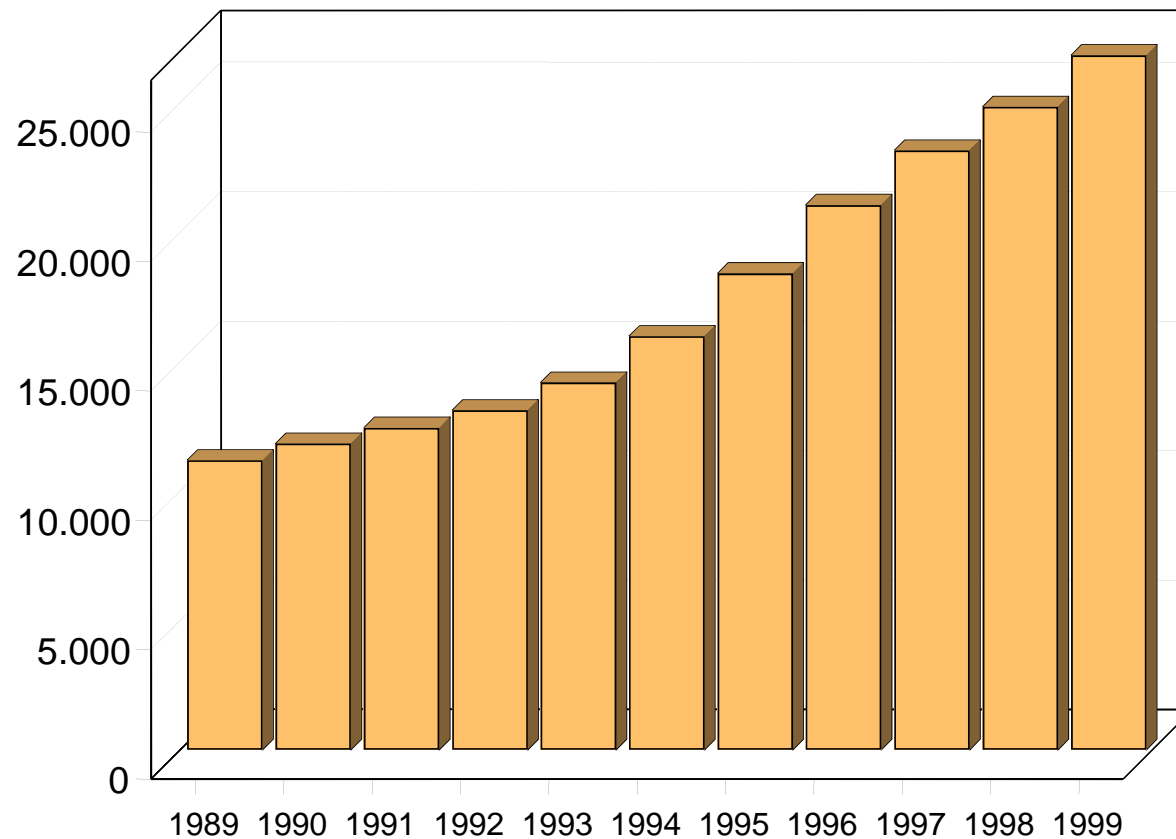
Convenience

- Tankstellen
- Bahnhöfe
- Kombi-Shops
- Shopping Centers

Quelle: Steinecke 2000



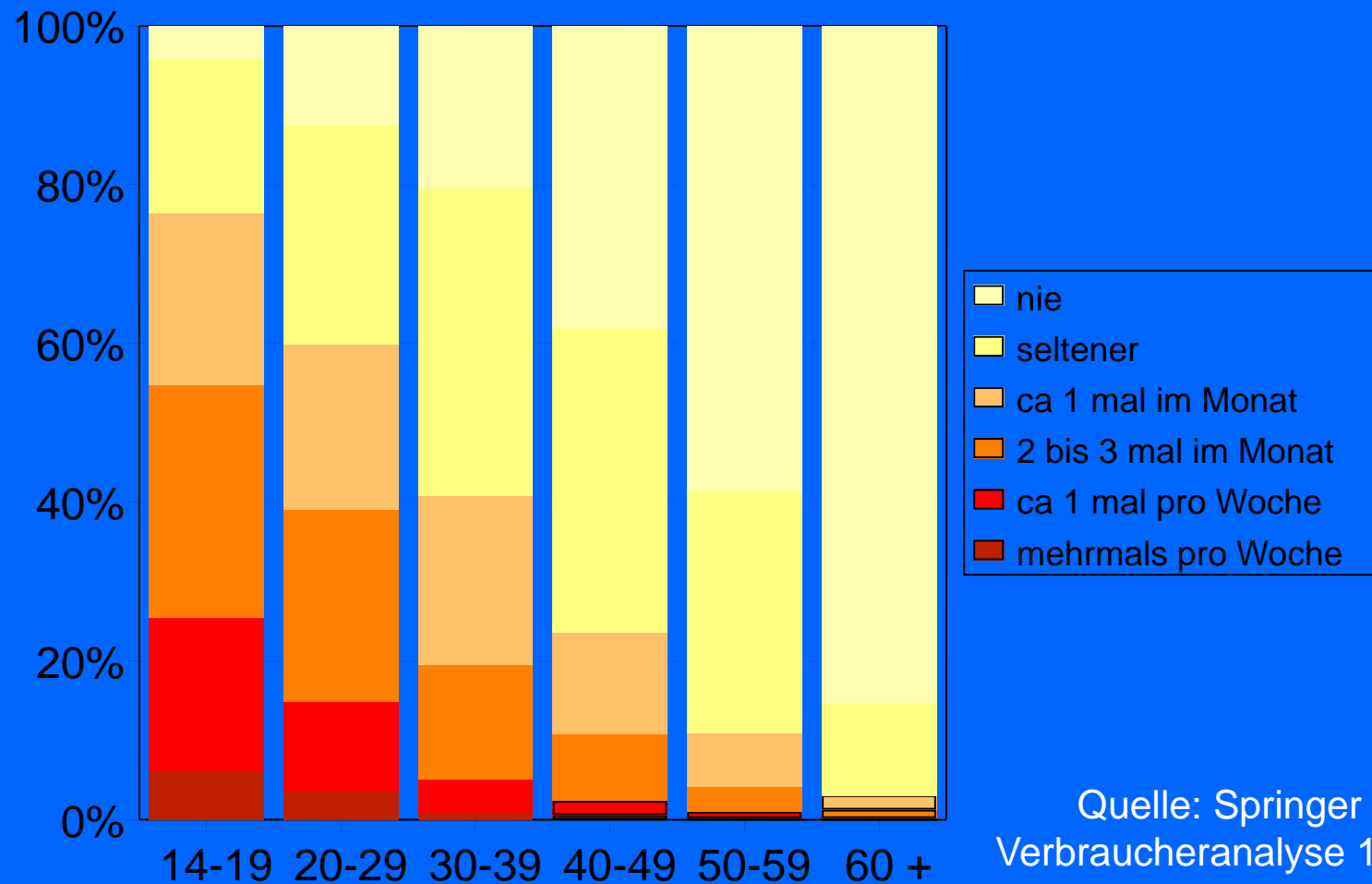
McDonalds-Filialen



Quelle: www.mcdonalds.com



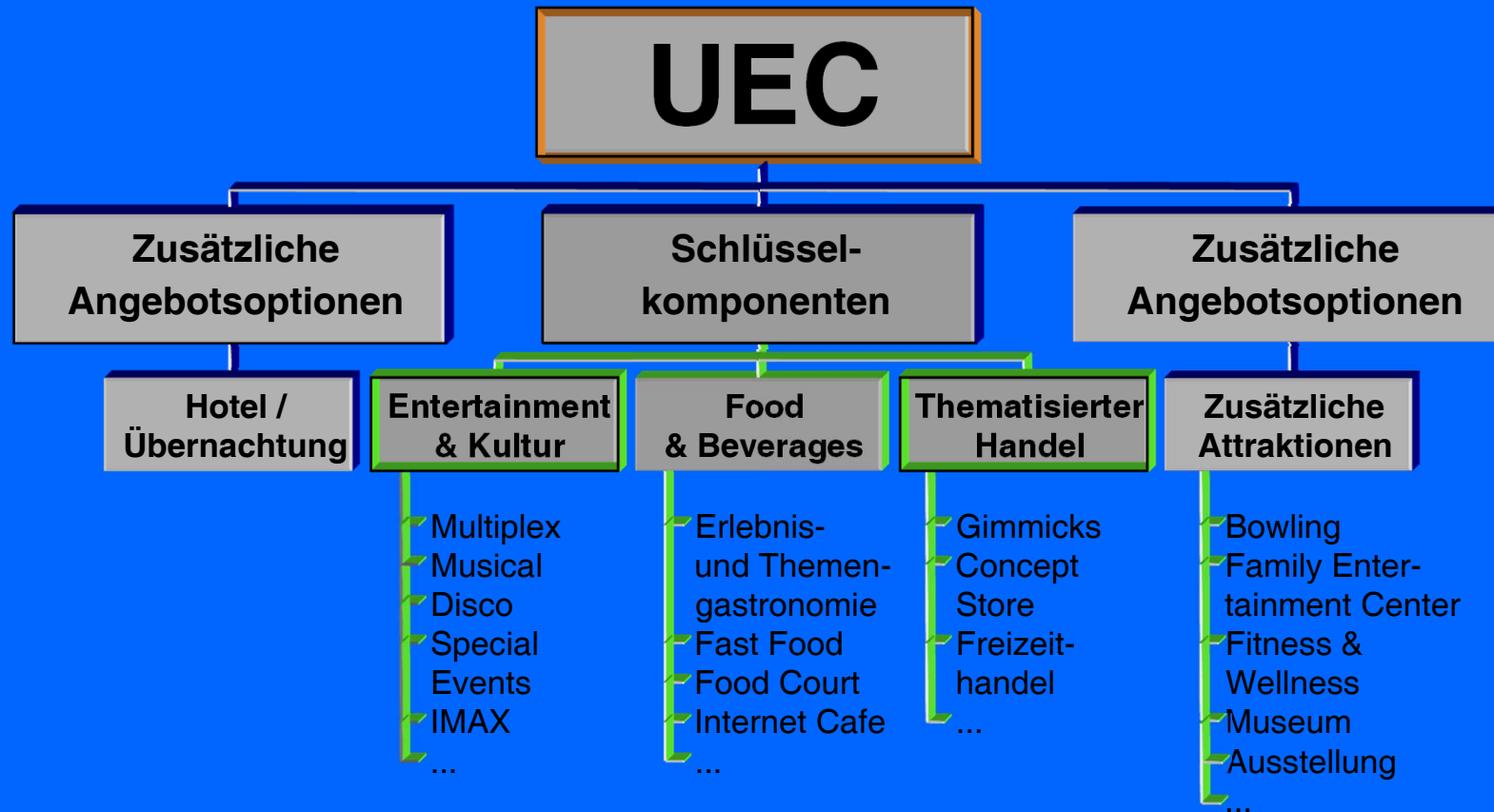
Besuch von Schnellrestaurants



Quelle: Springer
Verbraucheranalyse 1999



UEC



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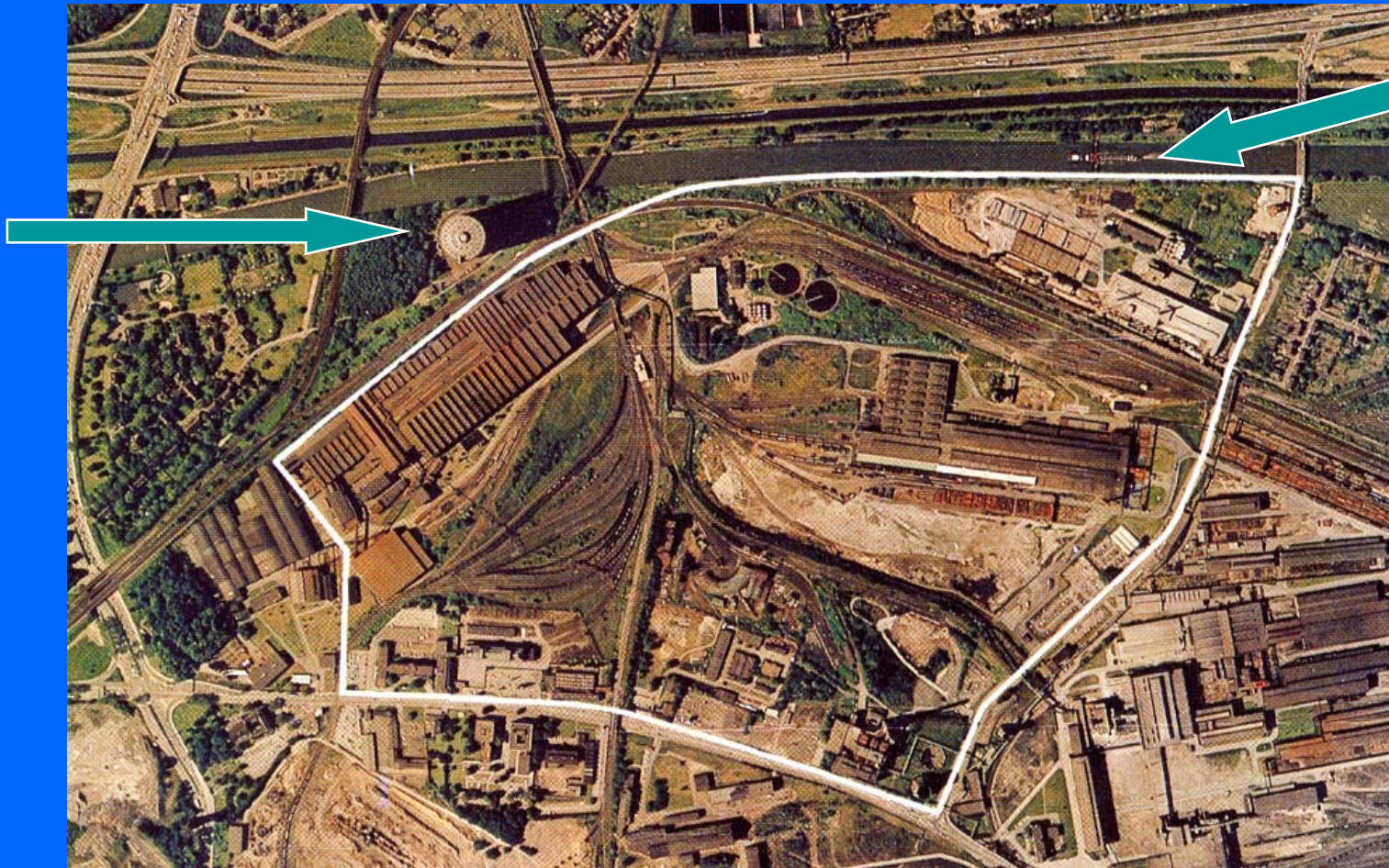
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Paderborn

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Angewandte Anthropogeographie und Geoinformatik

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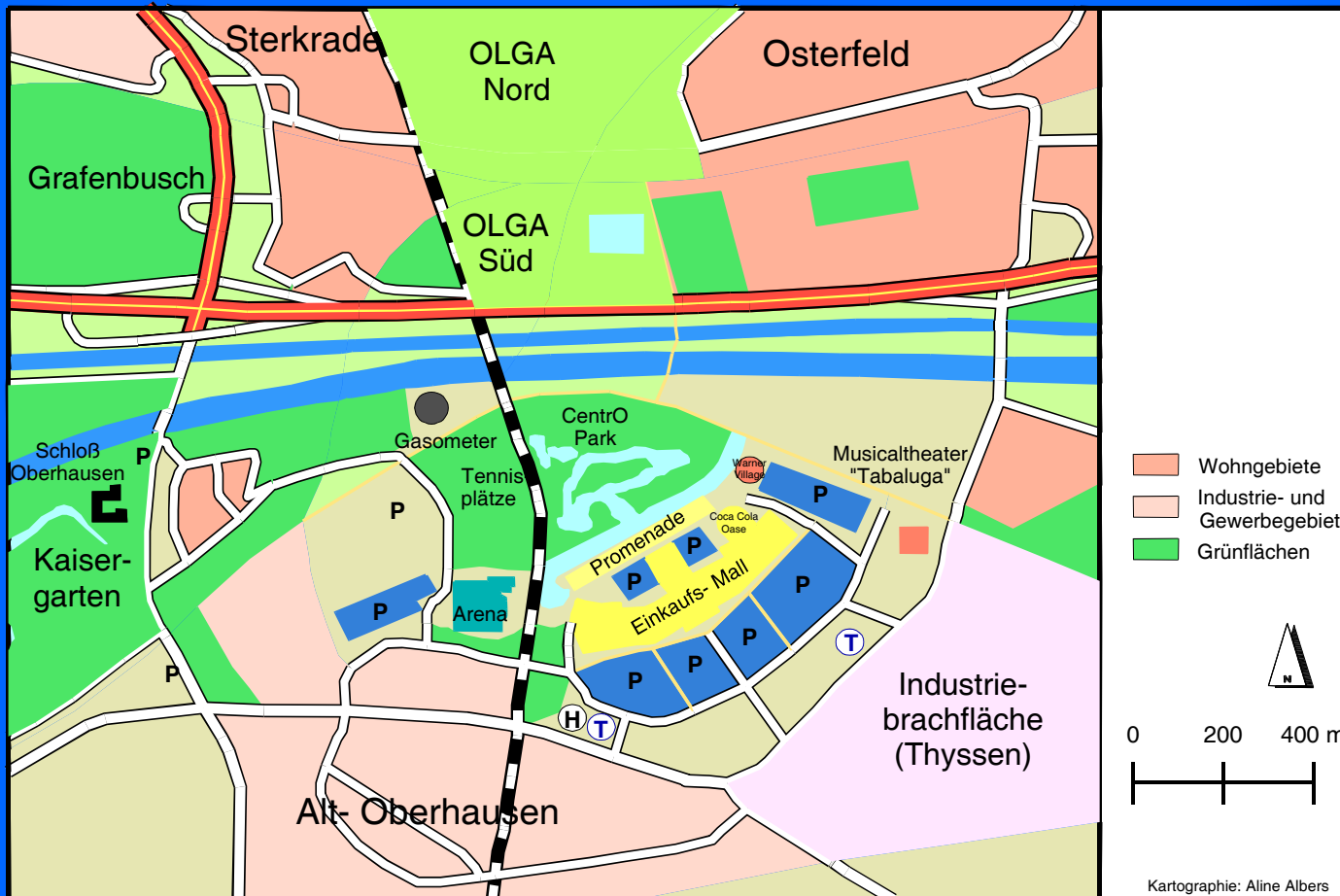
Die Ausgangssituation



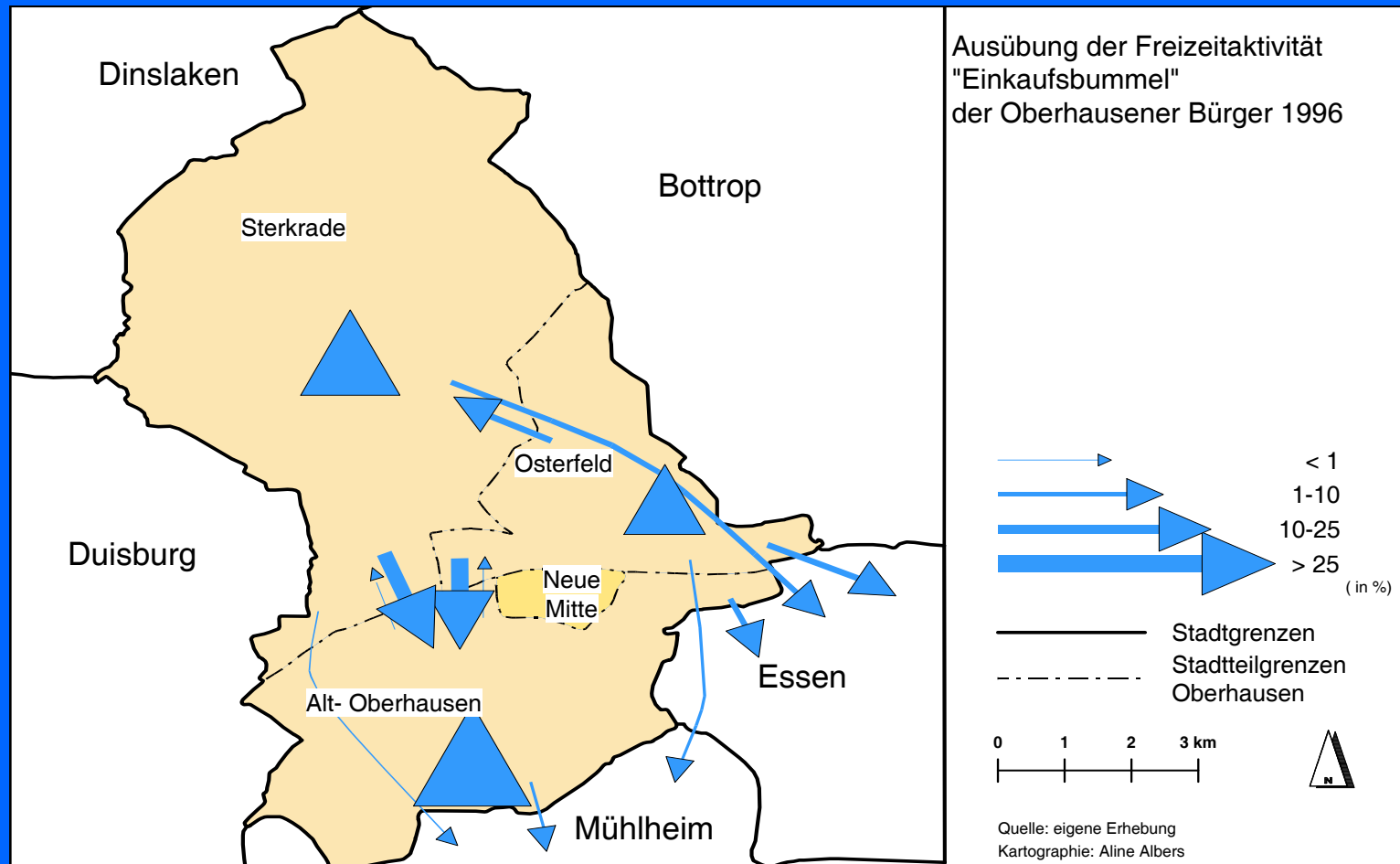


Gasometer

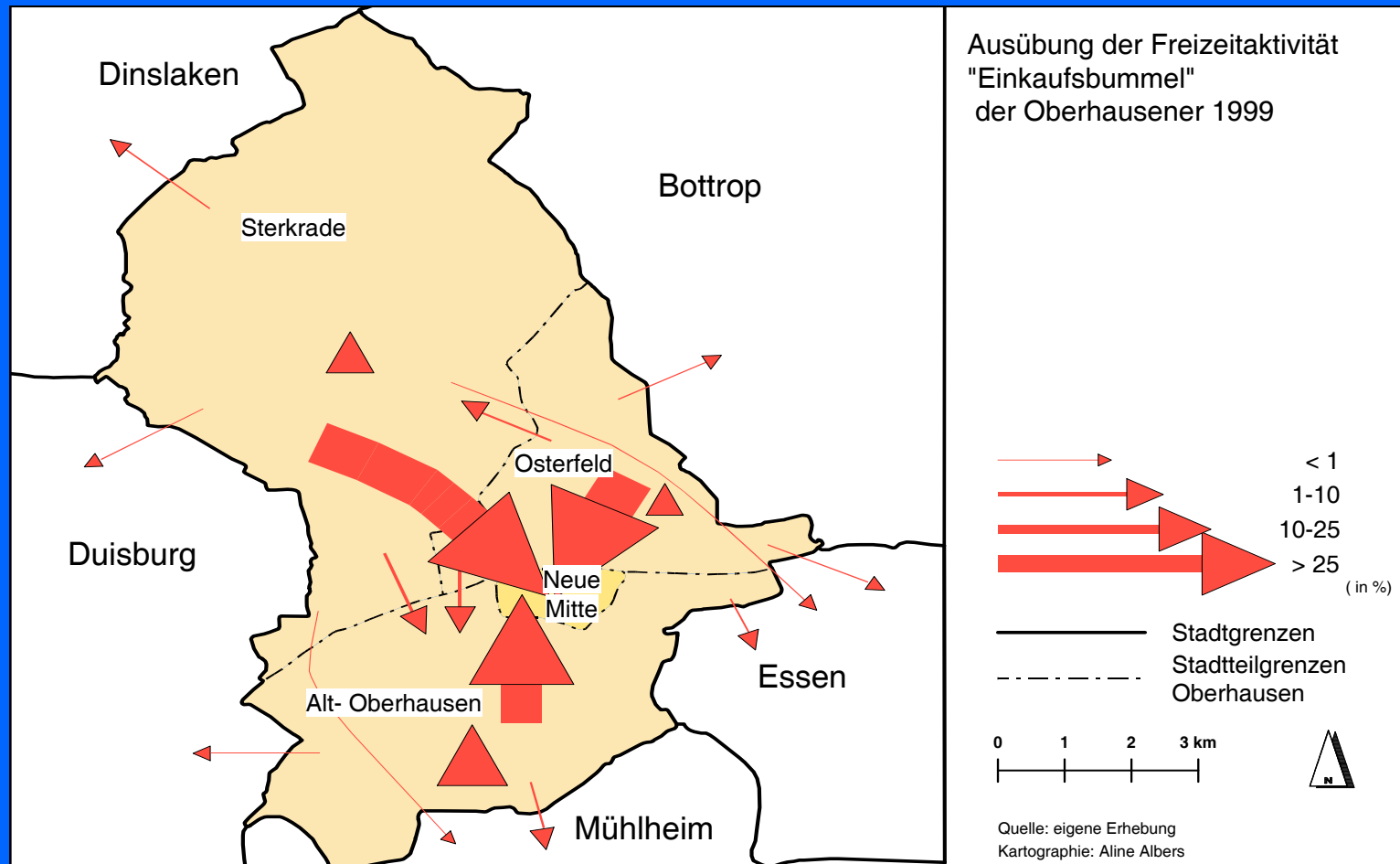
Hotel



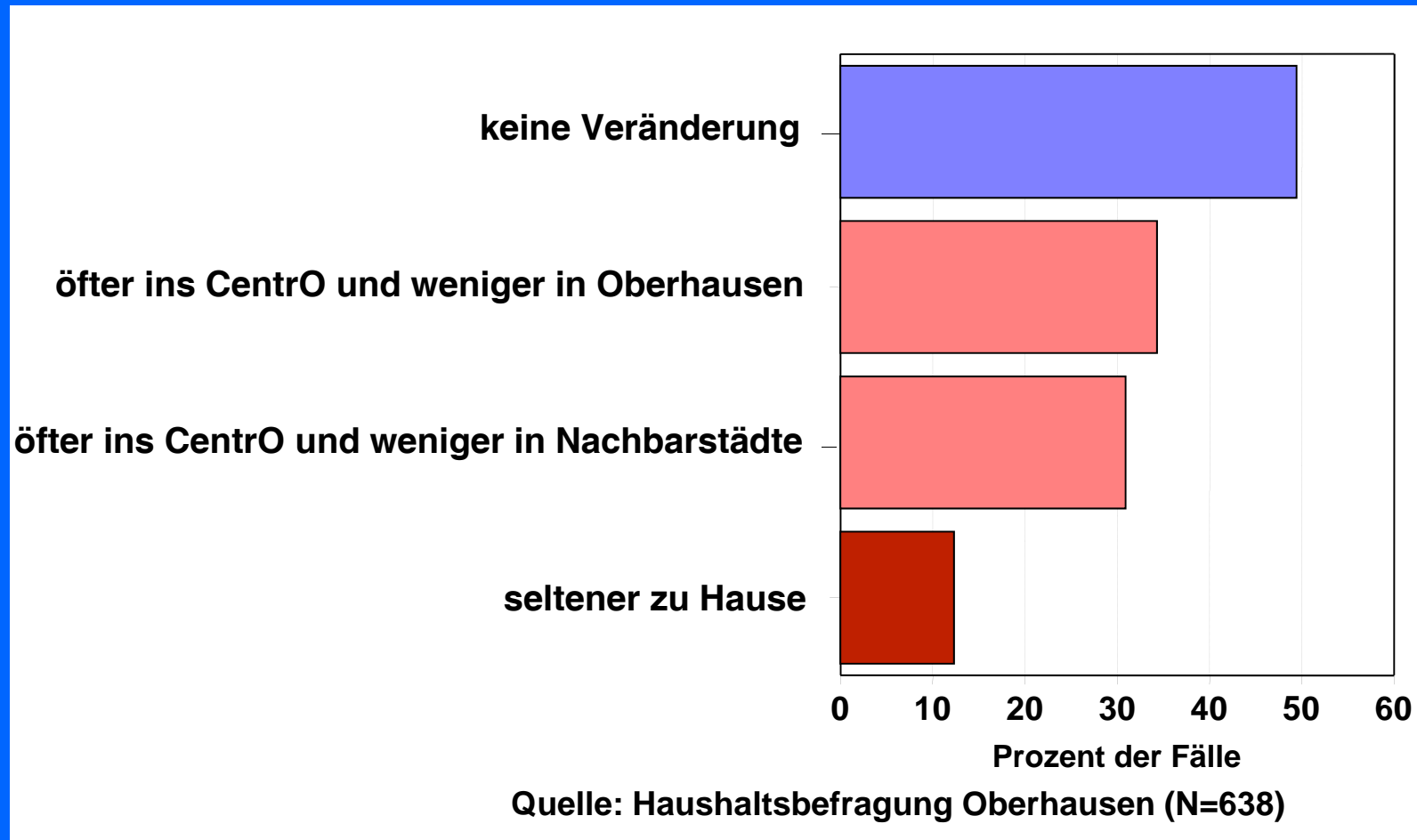
Orientierungen Einkaufsbummel 1996



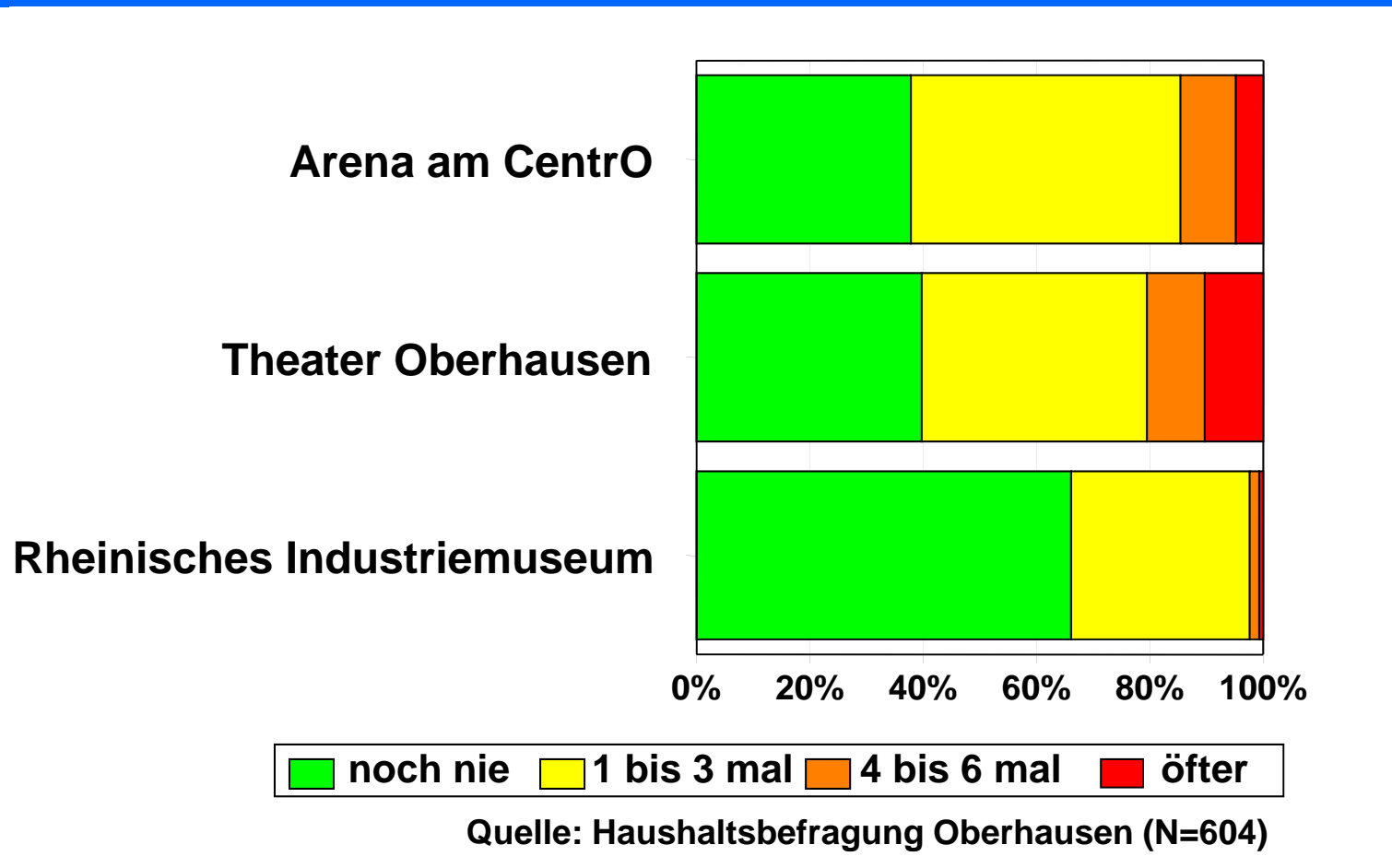
Orientierungen Einkaufsbummel 1999



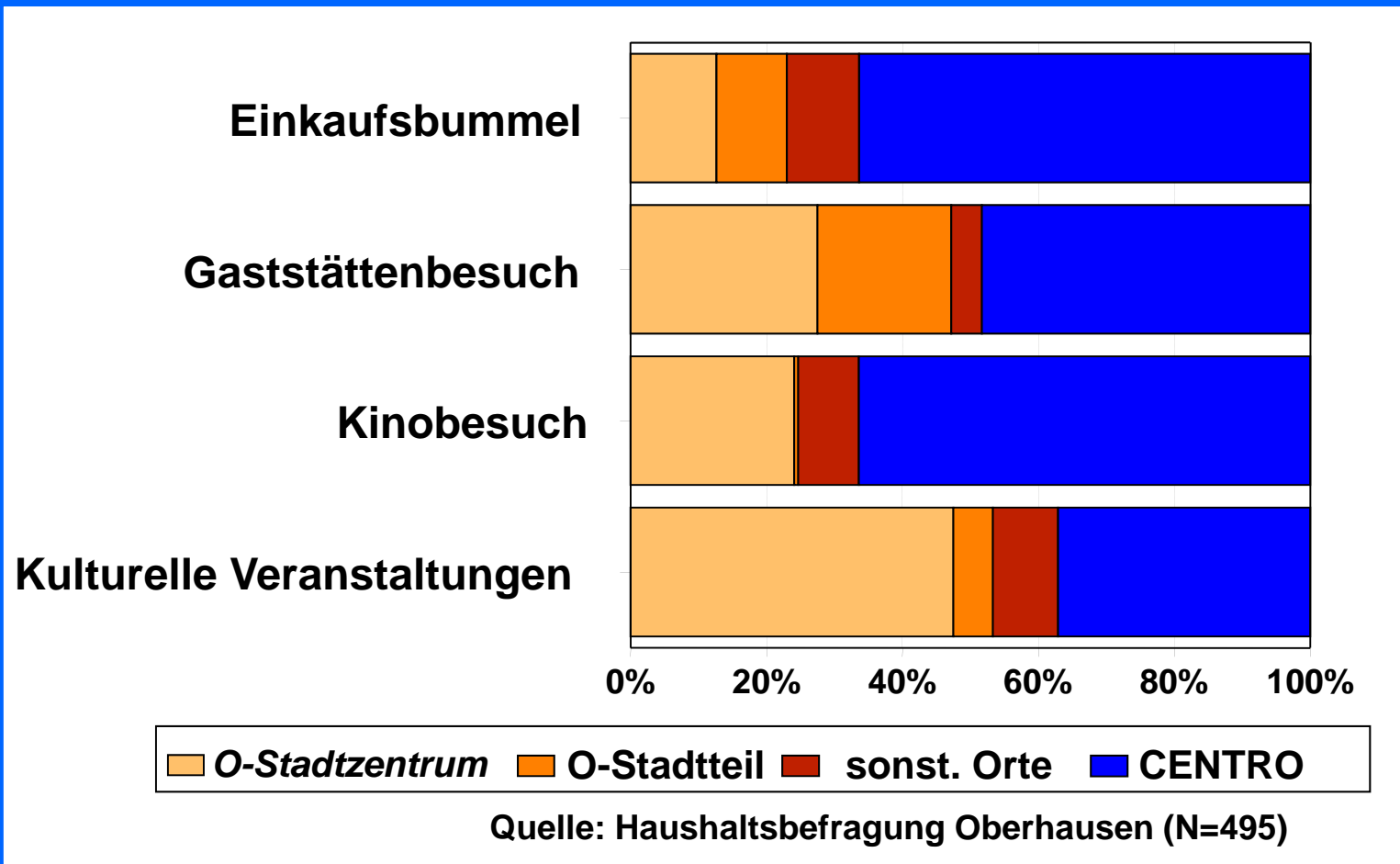
Veränderungen im Freizeitverhalten



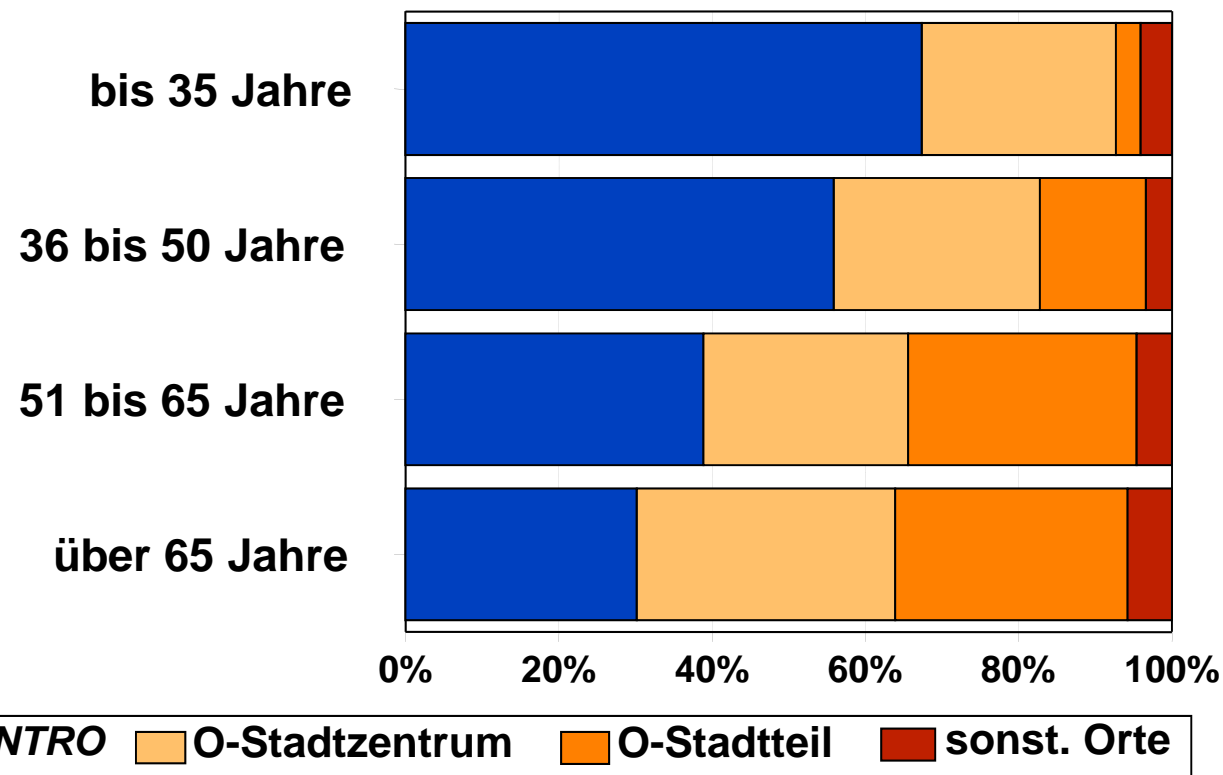
Besuchsfrequenz Freizeiteinrichtungen



Bevorzugter Ort für Freizeitaktivitäten



Gaststättenbesuch

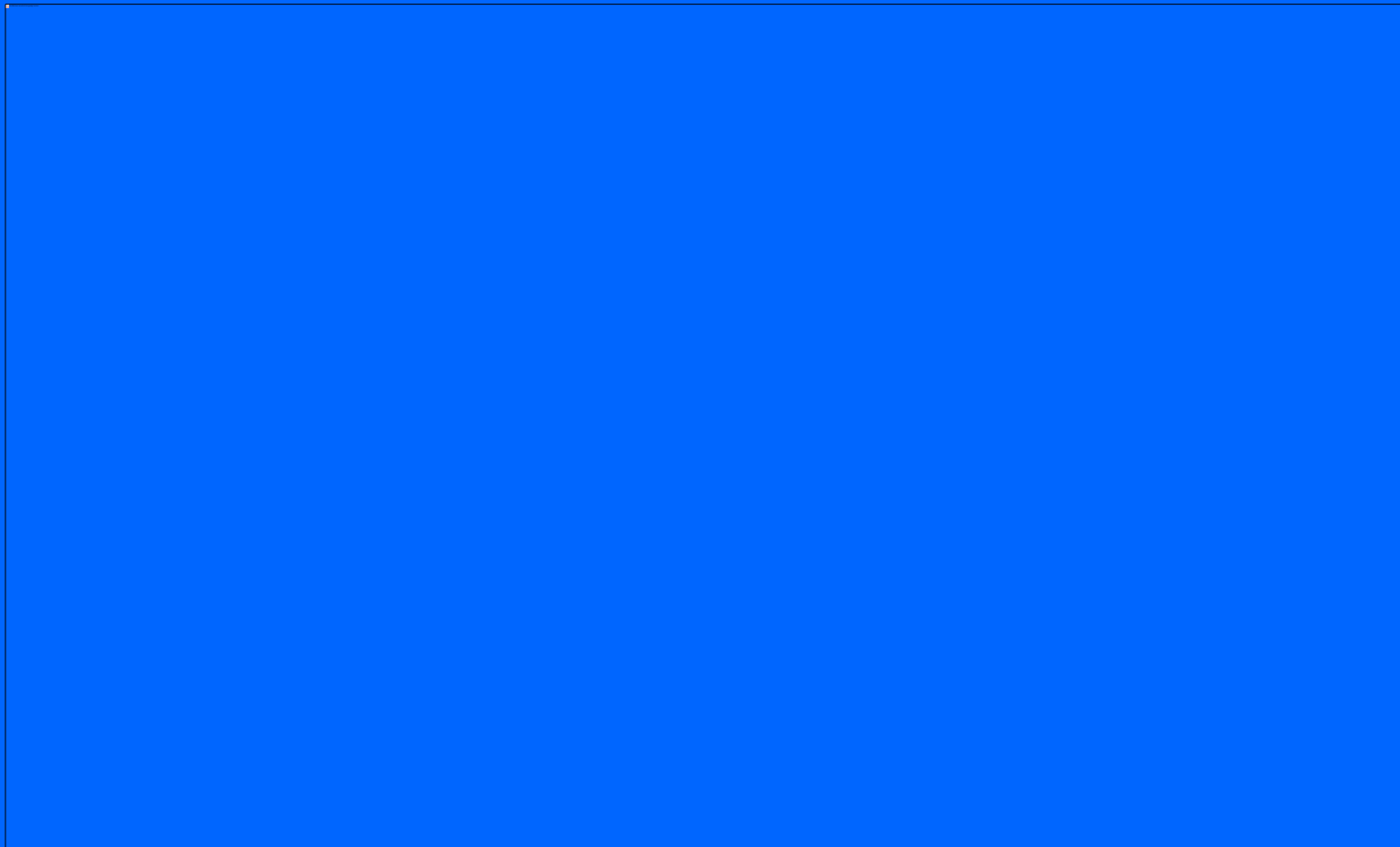


Quelle: Haushaltsbefragung Oberhausen (N=457)



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Bedeutung von Freizeitaspekten



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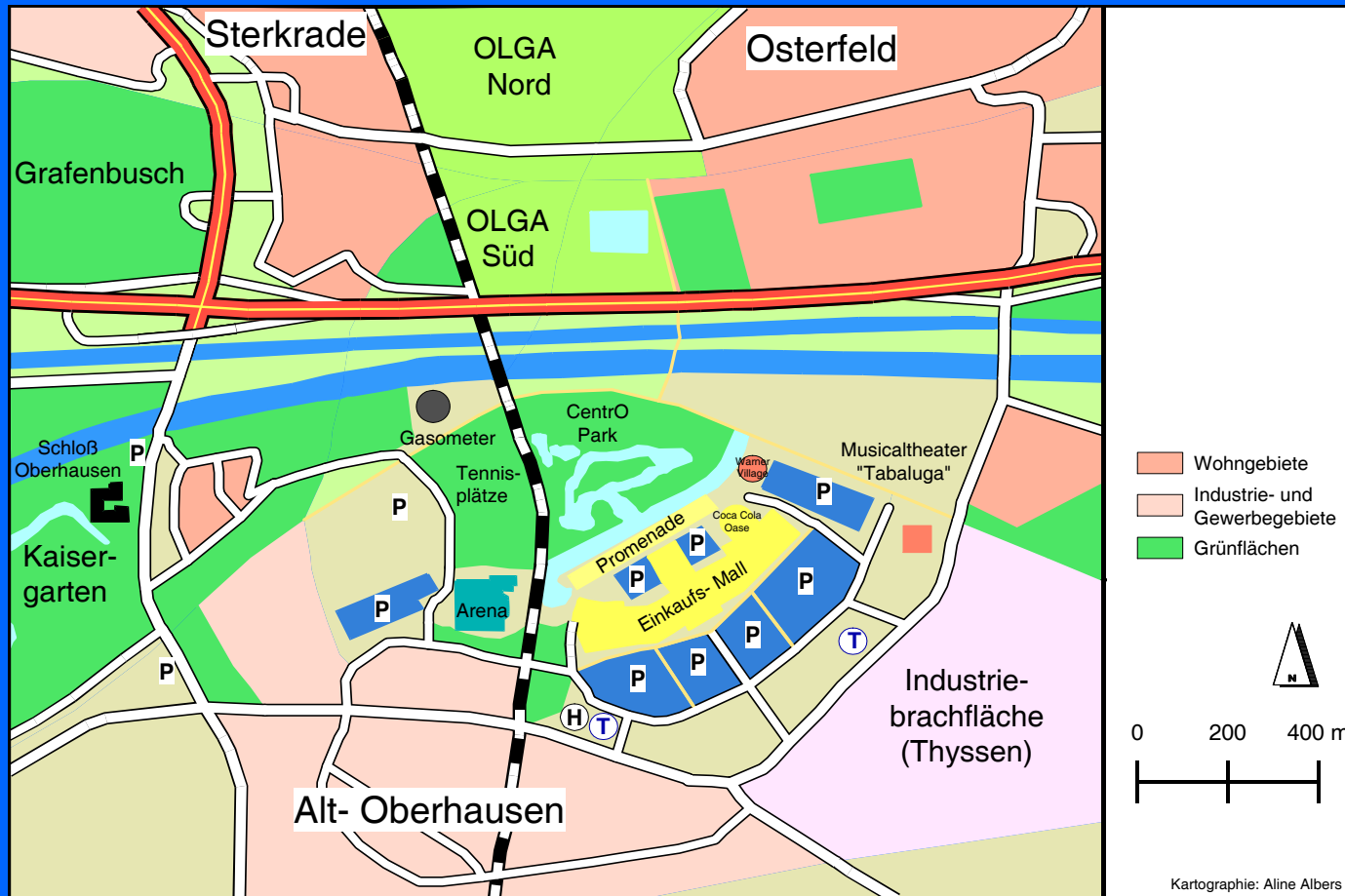


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Besuch von Schnellrestaurants

