

RESEARCH

At a Glance Q2 2019

FOOTFALL REPORT BRAUNSCHWEIG

Current Key facts

- 248,023 Inhabitants
- 130,103 Employees
- 5.3% Unemployment rate
- 106.4 Purchasing power index
- 150.8 Turnover index
- 1.42 Centrality

Braunschweig combines a centrality of more than 1.4, ample pedestrian traffic and at around 151, one of the highest turnover ratios in Germany - and does so with a comparatively moderate rent level. Nevertheless, street locations also show isolated vacancies - partly due to a lack of quality space or unsuitable lay-

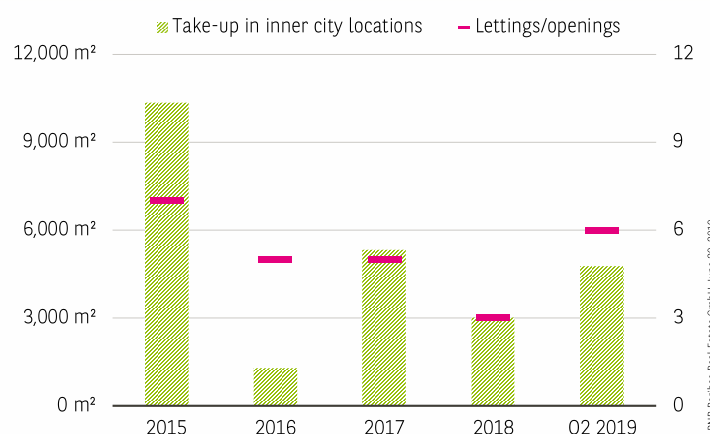
out, but also because potential tenants are waiting for the further development of the former Burgpassage, which is to be opened to Burggasse. This project is likely to provide the greatest development boost for the city in the coming years. However, demolition work, originally planned for 2018, has not yet started.



Footfall per hour in selected A-locations

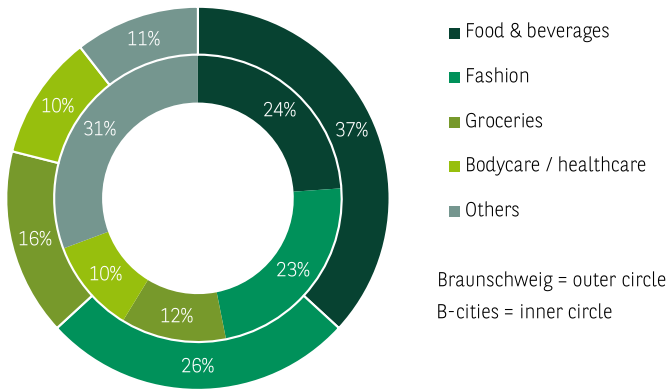


Inner city locations: take-up and lettings/openings

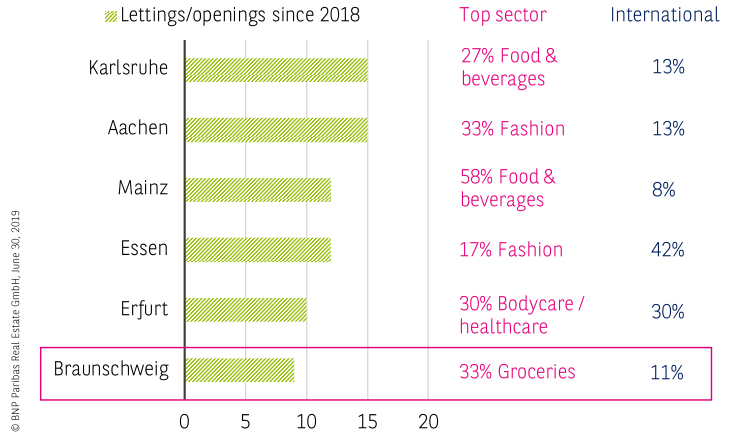


Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities
Source: BBE Handelsberatung GmbH | Key facts: Residents and community register, Federal Employment Agency, GfK Geomarketing GmbH

Lettings/openings by sector since 2016



City ranking of lettings/openings since 2018

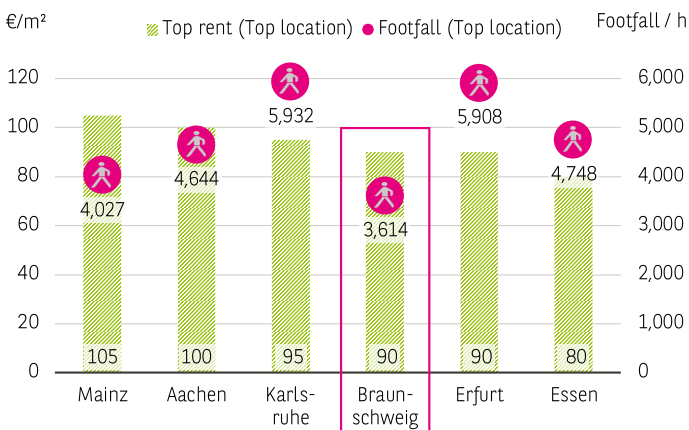


FOOTFALL: TWO LOCATIONS ON A PAR WITH EACH OTHER

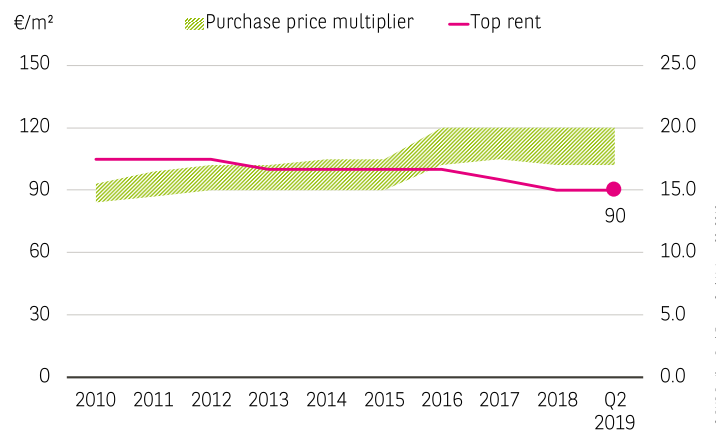
With around 3,600 pedestrians per hour each, Braunschweig A-locations Sack and Damm are virtually level in this year's footfall count. This is not particularly surprising given that large anchors such as the Konrad-Koch-Quartier, Karstadt, TK Maxx or Galeria Kaufhof are lined up very evenly along both streets. In addition, the northern part of the city centre has been further enhanced by the complete letting of the Konrad-Koch Quartier in the former City-Point. Spring 2019 saw the last available space go to the Dutch rental bicycle company Swapfiets who opened a shop in this building. In the nationwide ranking of pedestrian flows, the historic Lion City ranks 63rd and 64th, taking its typical lower midfield position. That the Braunschweig fashion chain Summersby will give up its premises at Damm in favour of one in Sack this coming year also indicates that this street is developing positively. It is expected that spring 2020 will see them opening

800 m² of sales floor in the Langerfeldt-Haus which has been renovated since the move of the eponymous store. In addition to Summersby, an Asian restaurant will also be opened here, which will be run by the operator of the café/restaurant "Die Apotheke" located in Schuhstraße. Top rents for an archetypal 100 m² shop have declined slightly in a 12-month comparison. For Damm and Hutfiltern, prime rents are 90 €/m² (-5%), and Sack records a drop to 80 €/m² (-6%). On the one hand, this reflects the pressures resulting from online competition and on the other, a general wait-and-see attitude on the part of retailers towards outstanding projects such as Burggasse. Players in the food and drink sector appear unfazed however, and have continued to rent actively. These include BackWerk, which will move into Damm 23 in the second half of 2019, and Frittenwerk, an expanding French fries chain that recently opened on the Kohlmarkt site formerly used by Starbucks.

Top rent and footfall in selected B-cities



Development of top rent and purchase price multiplier



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