



At a Glance **Q2 2019**

# FOOTFALL REPORT COLOGNE

## Current Key facts



1,080,394 Inhabitants



105.4 Purchasing power index



568,635 Employees



130.4 Turnover index



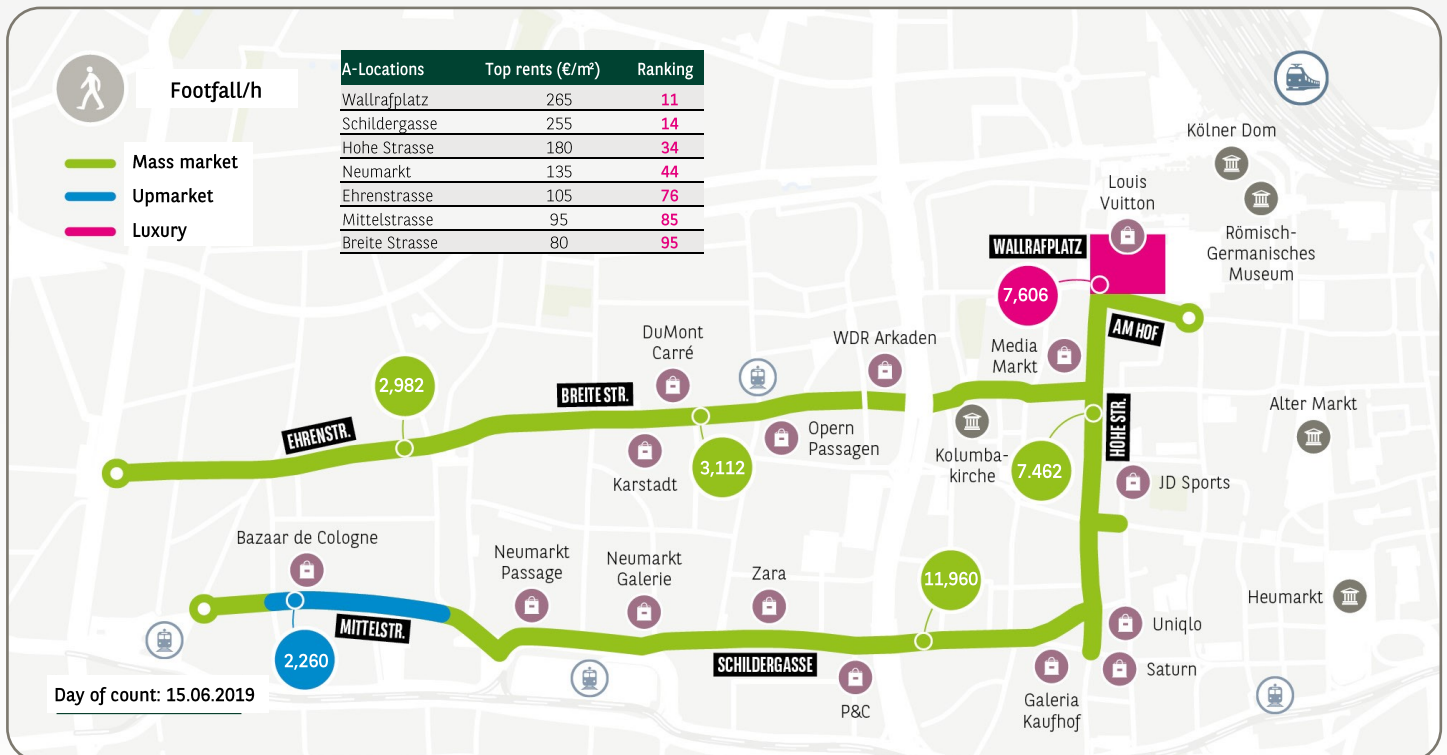
7.9% Unemployment rate



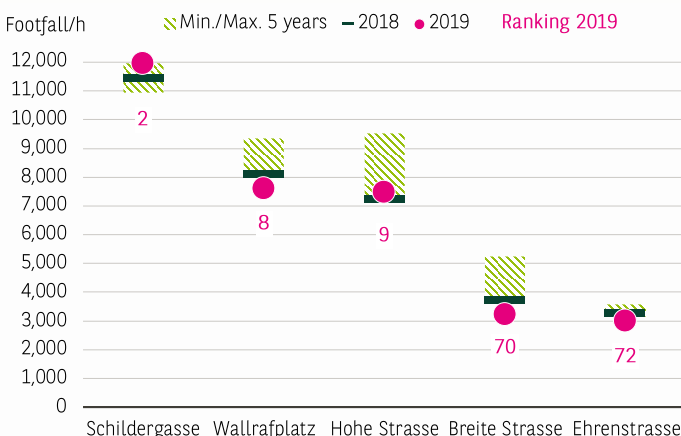
1.24 Centrality

First time visitors to Cologne unquestionably come to take a look at the world famous cathedral – we need to be honest about that. But taking a stroll through the city centre thereafter, that same visitor would quickly concede that Cologne's excellent choice of shopping opportunities is also a good reason to pay a visit to this city on the Rhine. Indeed, with Schildergasse, Wallraffplatz and

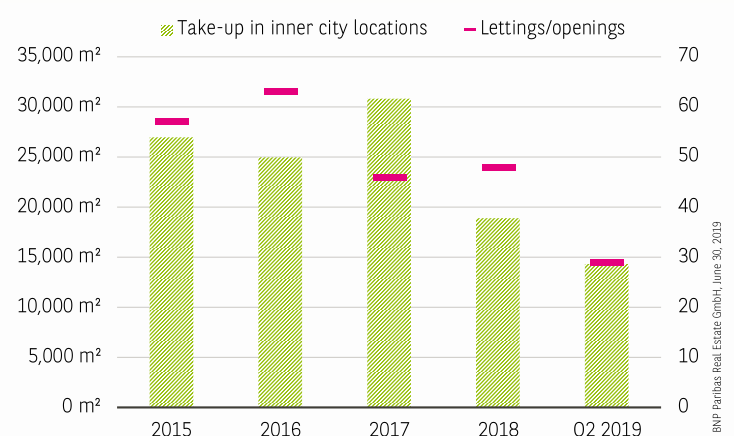
Hohe Straße, Cologne's centre has three of the ten most frequented shopping streets in Germany. Thanks to excellent connections between the different shopping streets and extensive pedestrian zones, the cathedral city is characterised by retail trade like hardly any other city in Germany.



## Footfall per hour in selected A-locations



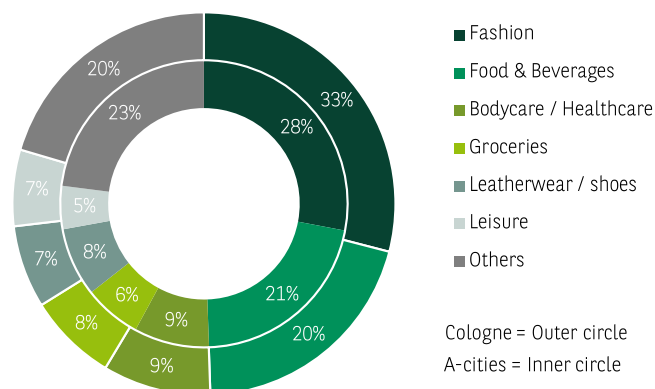
## Inner city locations: take-up and lettings/openings



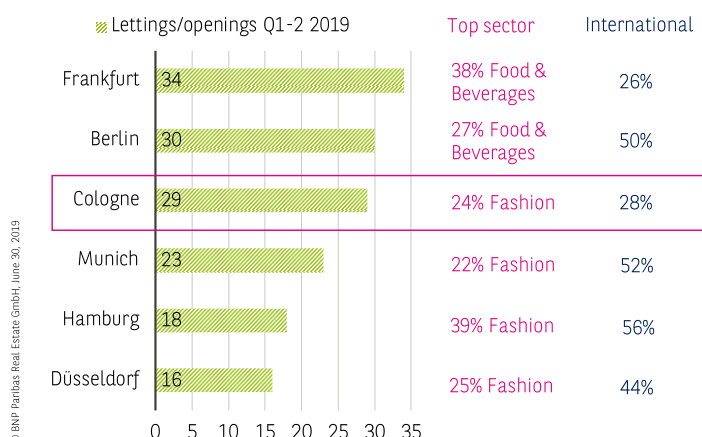
Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities

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 Q1-2 2019



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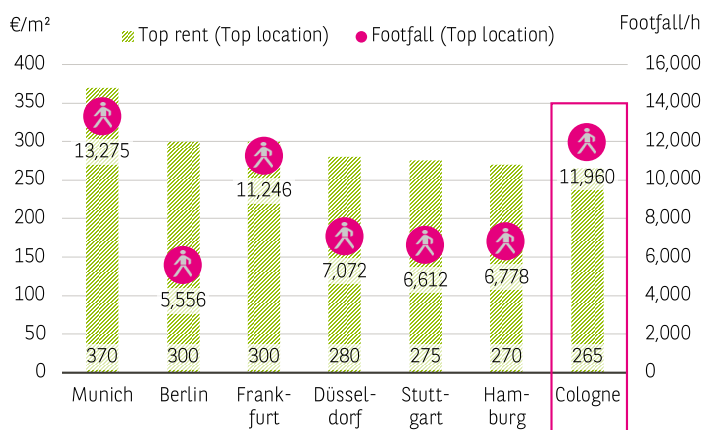
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## MUCH DYNAMISM ON THE COLOGNE RETAIL MARKET

Following the reporting in 2018 of around 50 lettings/openings in Cologne's city centre locations, there are a clear indications of further lively letting activity in the metropolis on the Rhine, the period up to mid-2019 having seen almost 30 completions and assuming third place among the largest shopping destinations. Food and Beverage in particular is once again showing a great appetite for retail space, which is further evidence of the general change from demand-oriented to experience-oriented shopping. Worth mentioning in this regard are the planned or already opened restaurants of the TexMex chain Chidonkey (Pfeilstraße), Frankie's Churros (Hohe Straße) or the steak house chain Block House (Rudolfplatz) in centre secondary locations. There are no changes to report regarding top rent which is traditionally realised at Wallrafplatz and is still 265 €/m². In the orchestra of top locations in the city centre of Cologne, Schildergasse continues to play the first violin with pedestrian footfall of almost 12,000 people and together with Munich's Kaufingerstrasse, has been in the leading pair of the busiest German shopping streets for more than five years now. The number of visitors has even increased by

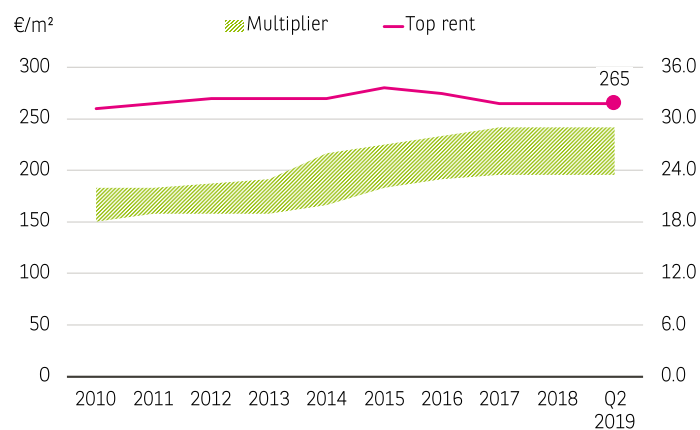
almost 5% compared to the previous year, but this has not affected top rent, which remains unchanged at 255 €/m². Swiss global brand Swatch is a welcome new addition to the Schildergasse, opening their new store with a stimulating graffiti design after its move from Hohe Strasse. Interesting news from Breite Straße: The DuMont-Carré shopping centre will in future be renamed "Quincy" and will be aimed at a younger, more modern clientele. Preference will be given to shop concepts that enable a mix of store based and online trading. In keeping with this, Danish furniture store Søstre Grene and Irish toy retailer Smyth Toys have been acquired as tenants. Meanwhile, visitor numbers in Breite Straße fell from 3,700 last year to around 3,200, so new stimuli are certainly welcome. Hohe Straße continues to be the problem child on the Cologne retail market, where a large part of the space available does not have the layout that tenants would like. Nevertheless, the maximum rent of 180 €/m², which had been on a downward trajectory for a long time, was stabilised. Pedestrian traffic even rose by a good 3% to just fewer than 7,500, which is still well below the previous record level of 11,000.

## Top rent and footfall in A-cities



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## Development of top rent and purchase price multiplier



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