



RESEARCH

At a Glance **Q2 2019**

FOOTFALL REPORT DRESDEN

Current Key facts



551,072 Inhabitants



265,827 Employees



6.1% Unemployment rate



90.9 Purchasing power index



108.1 Turnover index



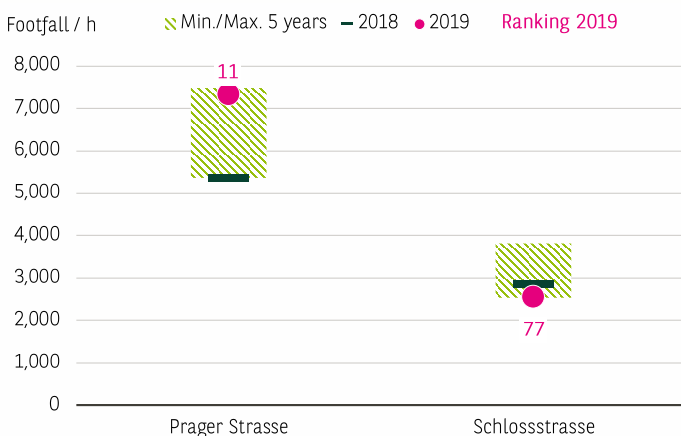
1.19 Centrality

With its extensive retail stock and a wide range of restaurants, the restored old town of Dresden is a great attraction for locals and residents as well as for tourists from Germany and abroad. The latter generated a total of around 4.6 million overnight stays in the state capital. This puts Dresden in a league with the Big Six

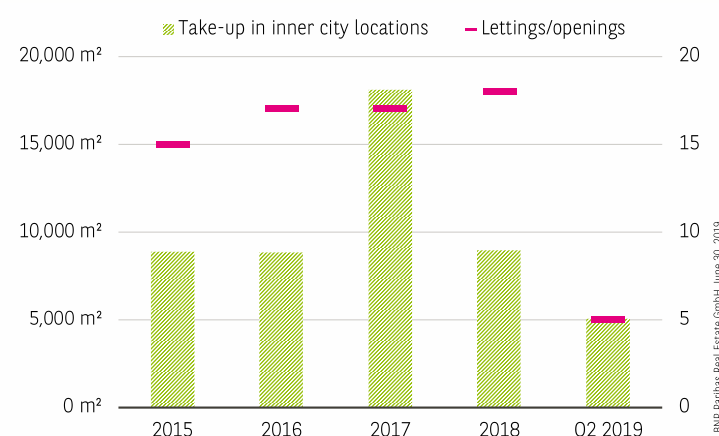
locations such as Düsseldorf. This additional potential also ensures the high centrality of almost 1.2. Correspondingly, there is a lot going on in the shopping areas of the cultural centre, which extend north-south from the main railway station in the south via Prager Straße and Altmarkt to Schloßplatz and Neumarkt.



Footfall per hour in selected A-locations



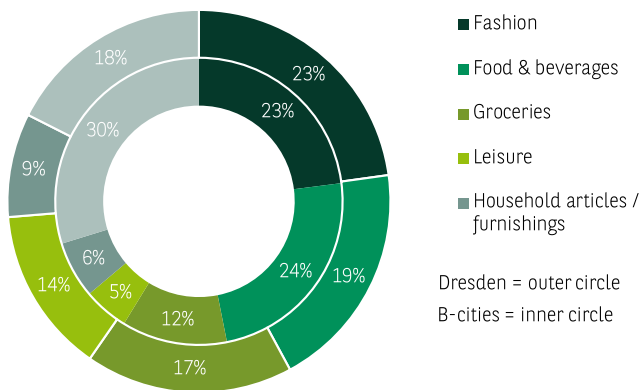
Inner city locations: take-up and lettings/openings



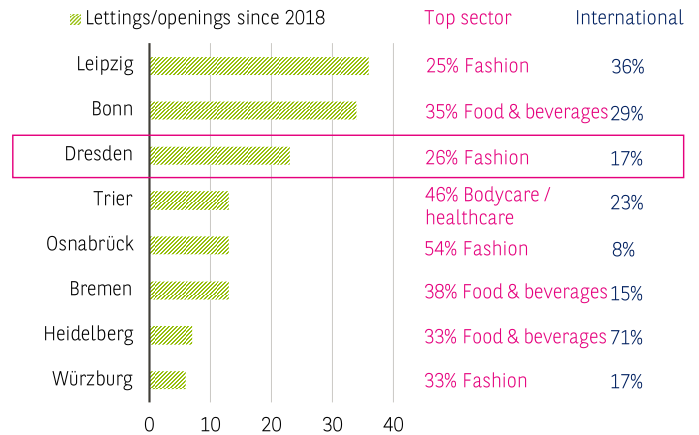
Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities

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



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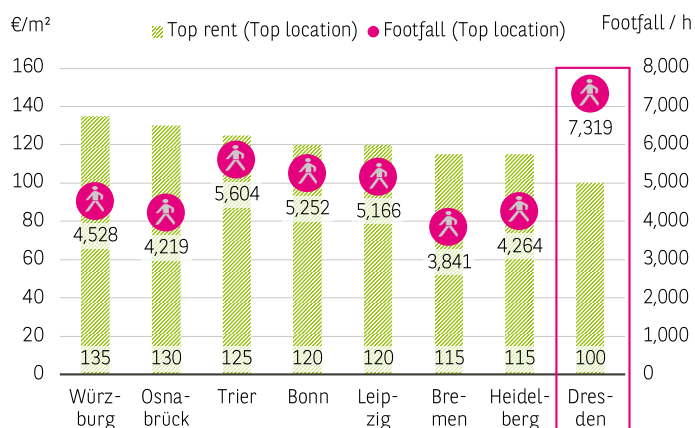
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ENTRY INTO THE TOP 10 NARROWLY MISSED AGAIN

With around 7,300 passers-by per hour, Prager Straße, at 11th place, once again just misses out on a place among the ten best-performing streets in Germany. The two shopping malls of Altmarkt-Galerie and Centrum Galerie are true customer magnets with a combined footprint of almost 100,000 m², and as such, the colourful hustle and bustle on the streets is extremely pleasing. Heading north, however, footfall diminishes somewhat, with the result that only 2,500 people were counted in Schloßstraße. Since retailers are naturally dependent on customer flow, it is not surprising that the location with the highest footfall is the one most sought after. Accordingly, substantial demand is drawn to Prager Straße. Food and beverage retailers, particularly chain restaurants, are looking for premises for their expansion plans. However, it is not always easy to find the right space. Despite a tendency towards an increasing supply of space, especially in B-locations, moving to a new location often fails due to the demands placed on the new space. Nevertheless, supplier of e-cigarettes Hig-

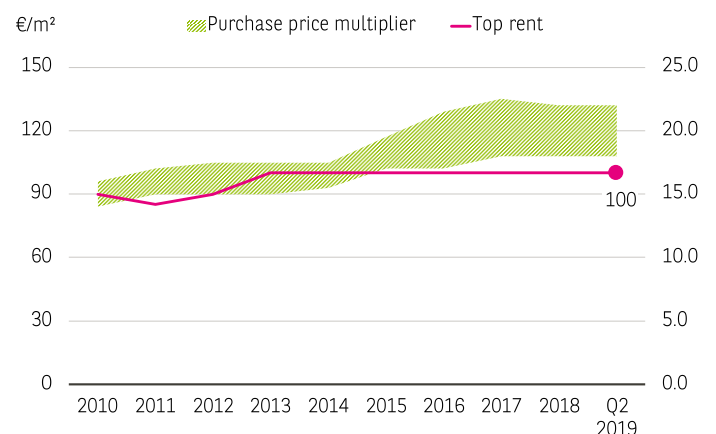
handsmoke and jeweller Kipper have found what they were looking for, both securing retail units on Prager Straße. The Prager Carrée also welcomes streetwear chain Olymp & Hades, BackWerk and Danish furnishing chain Søstrene Grene as new tenants. Wiener Platz should be upgraded with the opening of the bridal fashion store of local hero Uwe Herrmann. Planned for the end of the year and with around 3,000 m², it will be one of the largest of its kind in Europe. The underground arcade, which has been vacant for around three years, will be converted for this purpose. Meanwhile, further development and upgrading of the northern part of the city, the Neumarkt, continues unabated. Watch manufacturer A. Lange & Söhne recently rented around 170m² in the Palais City One on Neumarkt. The Meissen State Porcelain Works also secured a store in this location. Rents are as stable as demand and for several years now, the top rent in Prager Straße has been 100 €/m². Parallel to the development of pedestrian volume, rent is also falling to the north, for Seestraße and Schloßstraße, a typical 100m² shop will peak at 60 €/m².

Top rent and footfall in selected B-cities



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Development of top rent and purchase price multiplier



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