



RESEARCH

At a Glance **Q2 2019**

FOOTFALL REPORT HEIDELBERG

Current Key facts



160,601 Inhabitants



97.9 Purchasing power index



93,301 Employees



117.6 Turnover index



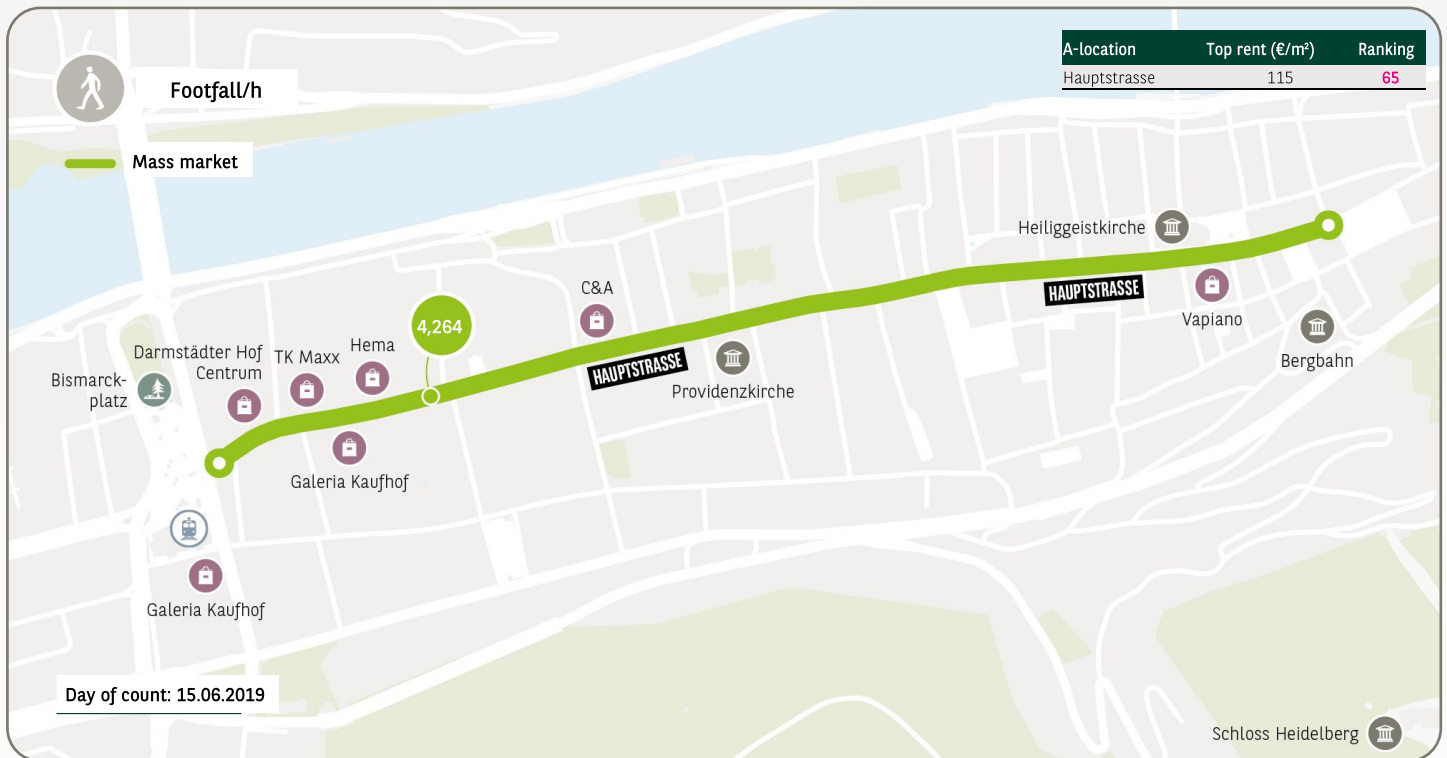
4.0% Unemployment rate



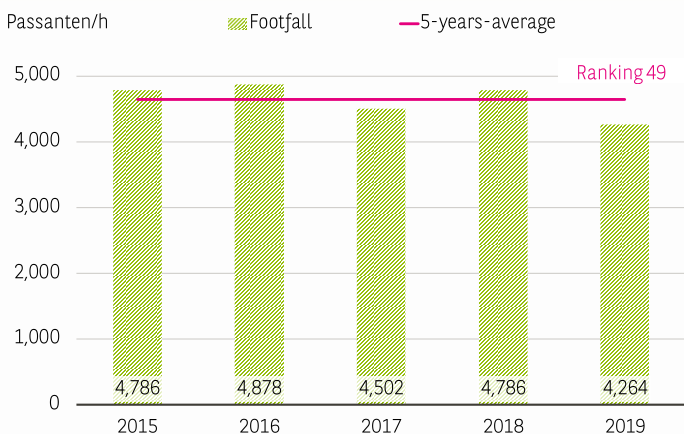
1.20 Centrality

Heidelberg benefits from its strong tourist appeal: alongside a population of just under 161,000, almost 1.6 million tourists visit each year, which equates to a ratio of 1:10. This is even more than in Berlin. In addition to a large number of day visitors, almost 40,000 students also contribute activity to the streets of the

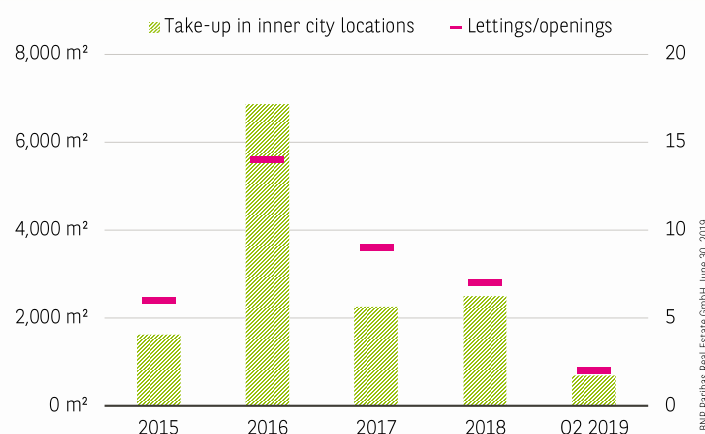
Neckar city. This is also the reason for Heidelberg's extraordinarily young demographics: Almost 40% of the inhabitants are under 30. This makes Heidelberg an extremely attractive market for many retailers from Germany and abroad. Heidelberg, with its baroque old town, is also a sought-after location for restaurants and bars.



Development of footfall per hour



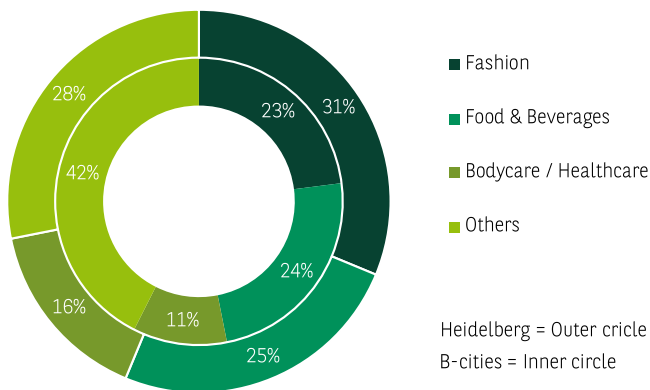
Inner city locations: take-up and lettings/openings



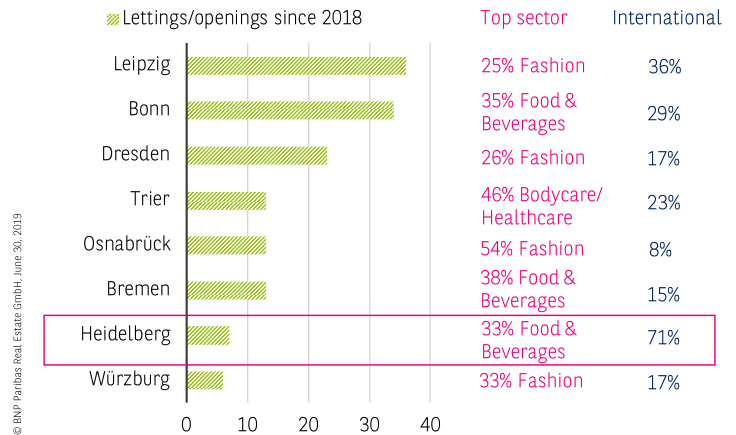
Day of count: 15.06.2019 | Positioning within the nationwide ranking - 95 counting locations respectively 118 top rents in 27 cities

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

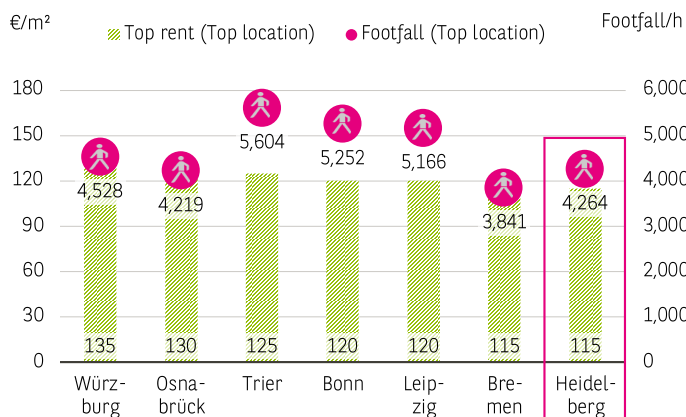


FOOTFALL STEADY AND HIGH

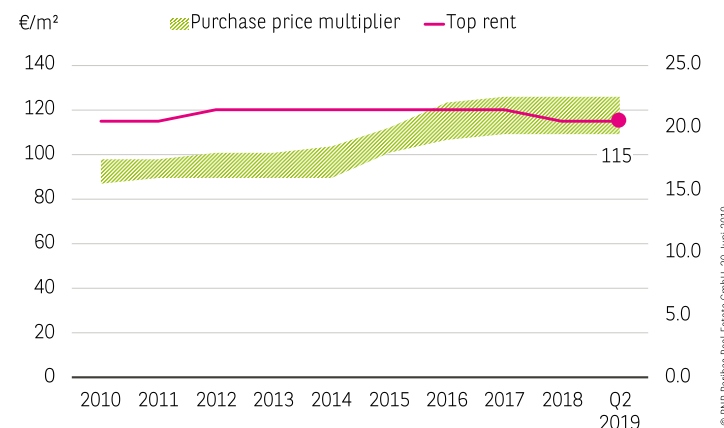
The number of pedestrians on Heidelberg's main street has been relatively constant for years, ranging from 4,000 to 5,000 per hour. With a figure of 4,300, the current footfall count lies exactly within this range, and in a nationwide comparison works out at 49th place and hence a midfield position. The number of individuals is extremely stable - especially in light of the considerable length of the 2 km Hauptstraße. Accordingly, there is demand for shops in this location, be it suppliers from the clothing or Bodycare/Healthcare sector who prefer the west end, or food and beverage outlets who tend to want representation in the tourism-oriented eastern end. Due to the healthy fluctuation of tenants, there are always opportunities for new entrants. For example, since spring, Dutch department store Hema has occupied space formerly used by H&M at number 37, while the expanding US Burger chain Five Guys will open in the former Dielmann shoe store in the second half of the year. Broadly, the

food and beverage industry is strongly represented on the demand side. Since 2018, it has been the most important demand group, accounting for around one third of all contracts concluded, and has thus become increasingly important over time. This development has been underpinned by the lease of Italian chain restaurant L'Osteria, necessitating the conversion of premises once held by the more traditional Perkeo. Heidelberg's high regard for new ideas is also reflected in the fact that Swedish clothing company H&M has chosen this location as a test market for its new in-store café, offering coffee and cold dishes, Swedish specialties and snacks. With good demand behind it, top rent development has been virtually stable for several years now. In mid-2019 it is, as it was 12 months ago, 115 €/m², and realized in the western, consumer-oriented section of Hauptstraße. This is also the area in which the degree of chain-store penetration is somewhat higher than in the restaurant dominated east.

Top rent and footfall in selected B-cities



Development of top rent and purchase price multiplier



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