



**RESEARCH**

At a Glance **Q2 2019**

# FOOTFALL REPORT WIESBADEN

## Current Key facts



278,654 inhabitants



135,245 Employees



7.0% Unemployment rate



110.9 Purchasing power index



122.9 Turnover index



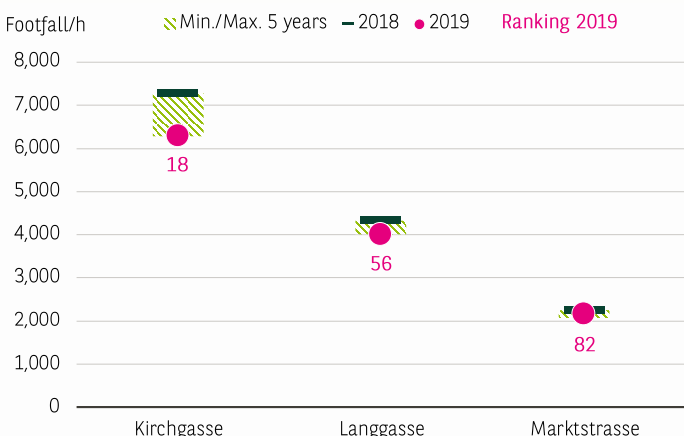
1.11 Centrality

Wiesbaden is not only the state capital of Hessen, but wins over residents, employees and guests with its excellent standard of living. An attractive urban setting with many architectural highlights is as inherent to this as is the easy-to-reach and scenic Rheingau. Important cultural events, such as the May Festival of the Hessian State Theatre or the Rheingau Music Festival, offer

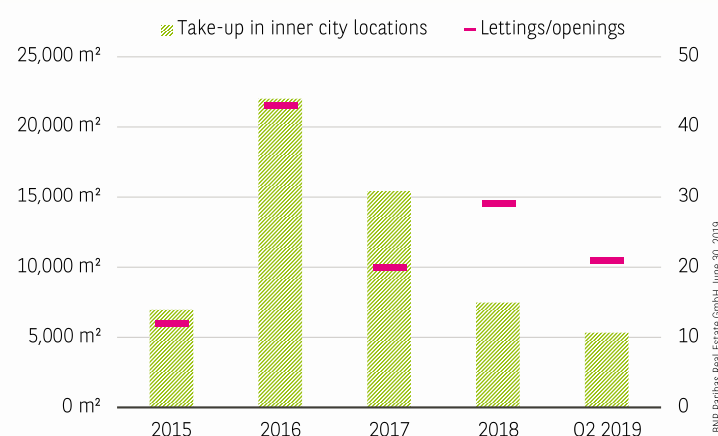
high-quality culture and entertainment. This also benefits the retail trade, whose attractiveness is emphasized in rankings. With a catchment area of around 500,000 people and over 1.25 million overnight stays per year, there is great potential for both chain stores and regional retailers.



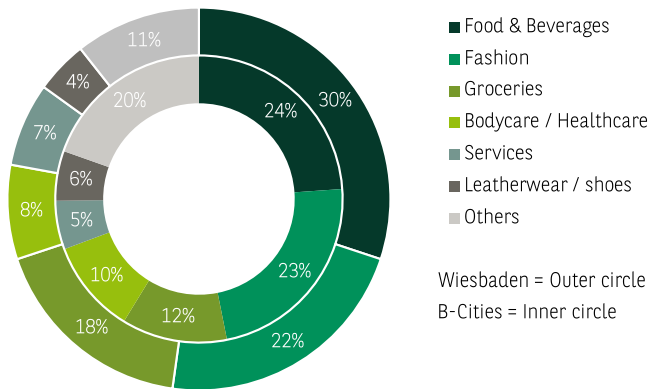
## Footfall per hour in selected A-locations



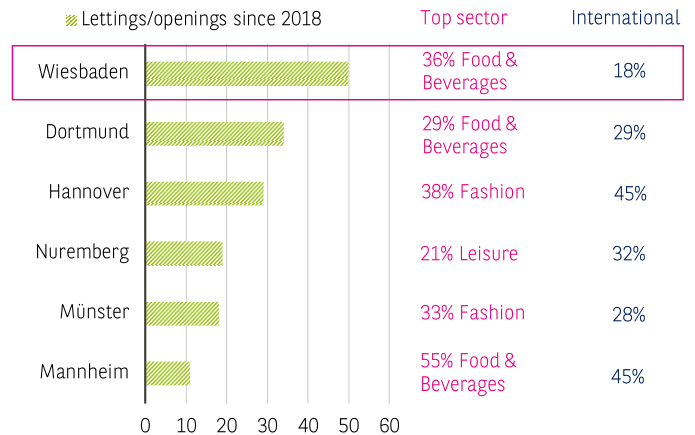
## Inner city locations: take-up and lettings/openings



## Lettings/openings by sector since 2016



## City ranking of lettings/openings since 2018



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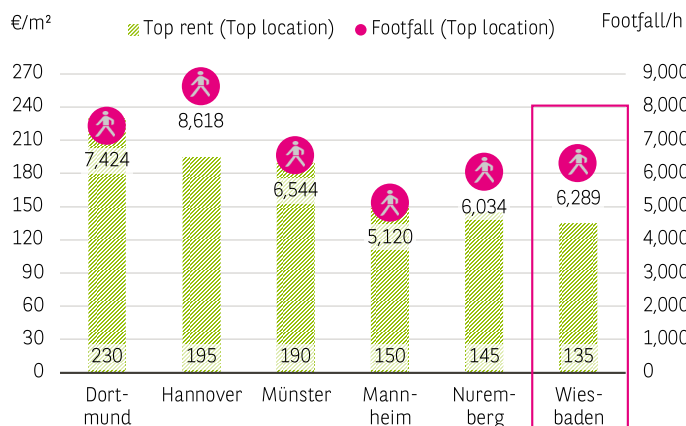
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## HIGH DEMAND MEETS SLIGHT INCREASE IN SUPPLY

After Kirchgasse made last years debut in the nationwide top 10 footfall ranking, it is once again back in more familiar territory at 18th place with just under 6,300 pedestrians. The same is true of Langgasse, which is in 56th place with around 4,000 people surveyed and is hence a solid midfielder. These two shopping streets in particular enjoy brisk demand, especially for individual sub-locations, which is fortunately being met by a slight increase in supply. Kirchgasse's sector mix is complemented by Danish furnishing chain Søstrene Grene, which has rented a 200 m<sup>2</sup> shop and British sports fashion label JD Sports, which will open a 600m<sup>2</sup> store here in 2020. Tenants for a new building in Kirchgasse 72-76 have also already been confirmed, with drugstore chain Rossmann and Danish young fashion brand Only. As in other cities, food and beverage concepts and drugstores, along with many other sectors, are increasingly on the lookout for locations. New momentum can also be expected from the final completion of the conversion and modernisation work on Lili's / Lilien-Carrés, which is scheduled for autumn 2019.

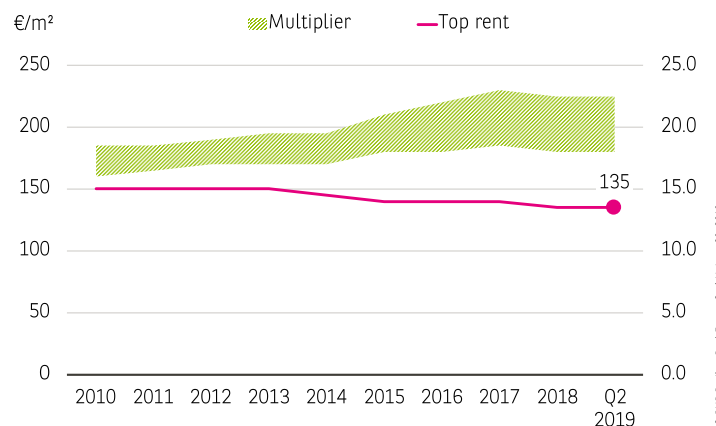
On the other hand, negotiations have not yet been completed for the "Five Lanes" project in which the former City Passage and the area between Kirchgasse and Schwalbacher Straße are to be redesigned. The fact that Wiesbaden's top locations are still very much in demand is also reflected in the continuing stability of rents. The Kirchgasse remains the most expensive shopping strip with a top rent of 135 €/m<sup>2</sup>, which in comparison with other B-cities is rather in the lower segment. In other prime locations, Langgasse (70 €/m<sup>2</sup>), Marktstraße (60 €/m<sup>2</sup>) and Wilhelmstraße (45 €/m<sup>2</sup>), top rents are also unchanged. There were also some well-known lettings outside Kirchgasse. IQOS, the e-cigarette brand of Philip Morris, secured premises in Langgasse and the perfumery Dio Lio opted for Wilhelmstraße. In total, a good 20 lettings/openings were recorded in Wiesbaden's inner city locations in the first half of 2019. It is noteworthy that since the beginning of 2018 food and beverage concepts have led the sector breakdown with a share of more than one third of all deals. The share of international labels, on the other hand, is only 18%, significantly lower than in many other sectors B-cities.

## Top rent and footfall in selected B-cities



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## Development of top rent and purchase price multiplier



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