At a Glance

FOOTFALL REPORT ERFURT
Q2 2015

As capital of the federal state of Thuringia, Erfurt is responsible for a host of central functions and it is also distinguished by its attractive flair. In particular the picturesque medieval old-town district contributes to a high quality-of-stay factor – from which retailers also benefit. So it is hardly surprising that Erfurt is the most important focus of shopping for the entire region. At the heart of the A-locations is Anger, a square and street known well beyond the municipal boundaries.
The comparatively small size of the top shopping area in Erfurt, together with the attractive but not always functional old-town building structure, limits the available supply of space and also restricts any geographical expansion of the high-footfall pedestrian routes. Against this background, it is generally impossible to fully meet the demand for premises that definitely exists on quite a substantial scale. Only in exceptional cases do sitting tenants vacate their assured premises. So it is hardly surprising that the prime rent has remained unchanged at 90 €/m² for some time now. Particular interest in acquiring outlets here is shown by both German and international clothing firms. One recent addition to the range on offer is a shop acquired by the Dutch young-fashion label, Cool Cat Fashion, which already has over 120 stores above all in the Benelux countries and France.

**ANGER WITH HIGH MULTI-BRANCH RATIO**

The absolutely top precinct in Erfurt is Anger, which is the name of both a square and also the traditional shopping street that leads off it. The northern part of this boulevard features a high proportion of German and international brands. This is reflected by a multi-branch ratio of 93 %, which is high by national standards, too. That helps to make Anger by far the most heavily frequented A-location. With a count of more than 4,300 pedestrians an hour it takes a respectable 57th place in the nationwide ranking, much the same as last year. The Anger square is also the starting point for Erfurt’s other A-precincts, chiefly comprising Bahnhofstrasse and Schlosserstrasse. These offer a predominantly consumer-oriented range, shaped more strongly by regional and national shops and concepts, with a larger proportion of local retailers than in the northern part of Anger.

**STABLE RENTS AND HEALTHY DEMAND**

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