**FOOTFALL REPORT WIESBADEN**

Q2 2015

Wiesbaden, state capital and second-largest city in the Rhine-Main region, is on an impressive growth trajectory, documented by increasing population and employment figures. Its rich and diverse range of cultural and leisure offerings represents an important locational advantage as it strengthens its status in the services sector. This is something from which the retail trade also profits, as reflected by above-average purchasing power and turnover index ratings.

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**Pedestrian frequency per hour in selected locations**

- **Kirchgasse | C**
  - Footfall: 7,116 | Rank: 16
  - Chain-store ratio: 86%

- **Marktstrasse | C**
  - Footfall: 2,098 | Rank: 86
  - Chain-store ratio: 63%

**Top rents in selected locations**

- **Kirchgasse | C**
  - Rent: €140/ m² | Rank: 43

- **Marktstrasse | C**
  - Rent: €75/ m² | Rank: 103

- **Langgasse | C**
  - Rent: €60/ m² | Rank: 109

- **Wilhelmstrasse | C**
  - Rent: €55/ m² | Rank: 112

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C - Consumer-level quality | U - Upmarket location | L - Luxury location

* Place in nationwide ranking

Source: GfK

Day of count: 13.06.2015 | Weather: 24°C

Special factors: Farmer’s market on Marktstrasse
SLIGHT FALL IN RENTS

Although there is basically adequate demand for premises in the top locations, the mood in the marketplace is currently more reticent than in recent years. This is reflected by somewhat greater price sensitivity – and in consequence, the top rents in the individual locations have eased by between 3 and 8% since the beginning of this year. Kirchgasse remains the most expensive precinct, with 140 €/m². Then comes consumer-oriented Marktstrasse with 75 €/m². It is there that the Kirn-based firm of Müller & Meirer has opened its first shoes and leather goods store in Germany, with a sales area of about 250 m². The top rent on Langgasse at present stands at 60 €/m²; the top rent on Wilhelmstrasse at 55 €/m². Footwear chain Peter Kaiser has opted for the latter precinct and in the second half will be opening a branch there. On Burgstrasse, the extension of the A-location Wilhelmstrasse, Bogner has concluded a lease contract for a shop with around 100 m².

KIRCHGASSE CLIMBS INTO THE TOP 20

In last year’s survey, Kirchgasse slipped a few places in the nationwide footfall ranking, but this year, with the much-improved count of more than 7,100 pedestrians an hour, it moves up into 16th place and thus enters the Top 20 of Germany’s busiest shopping streets for the first time. Better placings are achieved only by some high-frequency retail precincts in cities with more than 500,000 inhabitants. On Langgasse, which as the northern extension of Kirchgasse is also one of the main streets, it is chiefly German outlets which create a lively pedestrian traffic flow. With close to 2,100 visitors an hour, the footfall count on Marktstrasse – where the scene is shaped more strongly by local retailers – is just slightly lower than its prior-year figure, but this only gives it a slot towards the bottom of the national table, with 86th place. The remaining A-location in Wiesbaden is Wilhelmstrasse, which – alongside consumer-oriented merchandise – houses more and more brands that are helping it to evolve in the direction of an upmarket address.