BNP Paribas Real Estate publishes figures on footfall survey 2015

Kaufingerstrasse remains the measure of all things in footfall count

Frankfurt am Main, July 28, 2015 – Munich’s Kaufingerstrasse has defended its successes of recent years by remaining the most heavily frequented shopping street in Germany in 2015. This is revealed by the BNP Paribas Real Estate pedestrian frequency survey, conducted on June 13, 2015, for 92 shopping streets in 27 cities¹.

"There's no way round Kaufingerstrasse, even though its rivals are hot on its heels. In 2015, as in the years before, it again took first place as the most heavily frequented shopping street in Germany, with 12,286 pedestrians an hour, thus underlining its great appeal and attractiveness", says Christoph Scharf, Managing Director and Head of Retail Services at of BNP Paribas Real Estate Germany. The second place also goes to Munich: the footfall count on Neuhauser Strasse was 11,738, so that this year the Bavarian capital can claim dual leadership. This relegated Cologne's Schildergasse – second-placed in 2014 – to the third slot, with a count of 10,940, which put it just narrowly in front of the top address in Frankfurt, the Zeil, where 10,910 visitors an hour were registered. A new entry in the Top 5 is Georgstrasse in Hannover, which moved up two rungs of the ladder and, with an hourly footfall count of 9,754, only just failed to make five figures. Although the list shows slight year-on-year shifts, it is definitely appropriate to speak of a fairly stable situation. After all, four of last year's Top 5 shopping streets have once again made it into the premium group and thus confirmed their leading role.

"Even though there are of course many factors which can influence the survey – such as the weather, the presence of building sites or special events – and lead to footfall counts changing between one year and the next and thus affecting the relative ranking, the results point to distinct trends and hierarchies from which the popularity and turnover potential of the most important addresses can be deduced. So for retailers, pedestrian frequency surveys represent an additional and auxiliary instrument for assuring decisions on location and investment", comments Christoph Scharf.

Other players in the Champions League are Hohe Strasse in Cologne in 6th place (9,530), Bahnhofstrasse in Hannover (9,418), Wallrafplatz in Cologne (9,344) and Munich's Theatinerstrasse (8,240). Completing the Top 10 is Westenhellweg in Dortmund, which is thus once again one of Germany's busiest streets. Eight of these ten best-placed addresses were also in the foremost group last year, something which impressively underlines the remarks made above on the stability of the findings. Occupying the following rungs on the ladder, all close together, are other well-known shopping streets that are among Germany's absolutely prime precincts. They include Hamburg’s Mönckebergstrasse in 11th place (7,732), the Berlin boulevards of Tauentzienstrasse (7,576) and Kurfürstendamm (7,480), and Spitalerstrasse in Hamburg (7,232).

But many smaller cities outside the Top 7 (Berlin, Cologne, Düsseldorf, Frankfurt, Hamburg, Munich, Stuttgart) also have shopping streets with strong footfall counts which represent very interesting locations for retailers. Examples in this respect are Kirchgasse in Wiesbaden, with 7,116 pedestrians an hour (place 16), Simeonstrasse in Trier, with 6,284 visitors (place 25), Bonn's Remigiusstrasse, with 6,180 (place 27) and, just one rung lower, Dresden's Prager Strasse (6,094). "The diversity and the quality of the shopping precincts in many German cities continue to act like a magnet on customers for whom quality-of-stay and the shopping experience are important elements. Despite the advance of online trading, this is something that remains unchanged", says Christoph Scharf in conclusion.

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