

You will find the following under the Economy section on the municipal website [www.regensburg.de/wirtschaft](http://www.regensburg.de/wirtschaft):

- Map of retail businesses
- Commercial rent index
- Commercial real estate market
- Pedestrian frequency survey
- Information on the campaign “Shopping Experience World Heritage”
- Retail Framework Concept
- Guidelines for Retail Trade in the Old City of Regensburg till 2020
- Charter on the Local Building Regulations for Protecting the Old City of Regensburg (Altstadtschutzsatzung)
- Charter on Using Public Roads and Spaces in the City of Regensburg for Special Purposes
- Charter on Advertising in the City of Regensburg
- Old City Design Manual
- World Heritage Management Plan

**Your local network partners:**

- IHK Regensburg for the Oberpfalz / Kelheim (Chamber of Trade and Industry)
- Faszination Altstadt e. V. (Association of retailers in the Old City)
- Stadtmarketing Regensburg e. V. (City Marketing Association Regensburg)
- Handelsverband Bayern (Bavaria Trade Association)
- Bayerischer Hotel- und Gaststättenverband (Bavarian Hotel and Restaurant Association)

**Contact person for the topics:**

- Retail Framework Concept
- Local supply locations
- Large-area retail outlets
- Range of offers relevant to the city centre



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## Retail trade in Regensburg

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## Retail trade location Regensburg

Regensburg is the regional metropolis of Eastern Bavaria with many diverse and continuously expanding shopping opportunities. An annual turnover of approximately 1.3 billion Euros is achieved in around 1,400 shops. (GfK 2017: retail trade turnover in million in Regensburg: 1,267,6 million). More than 700,000 inhabitants in the catchment area and more than a million overnight guests from Germany and abroad appreciate the special shopping atmosphere.

Regensburg has compiled its own "Retail Trade" guidelines for the Old City and a detailed framework concept for the entire city. These focus on the strengthening and further development of retail and service structures. Special attention is given here to the distinctive identity of the UNESCO World Heritage Site "Old Town of Regensburg with Stadtamhof".

## Our service:

The Department for Economic and Research Affairs is your central contact point and neutral platform at the City of Regensburg. Information is made available here on the supply and demand for existing and new enterprises, property owners and estate agents. Interested parties and start-ups receive consultation and are actively supported by establishing contacts to the many different network partners such as the Chamber of Trade and Industry Oberpfalz / Kelheim, the Bavaria Trade Association, the Bavarian Hotel and Restaurant

Association, the Chamber of Handicrafts Niederbayern-Oberpfalz and to all advertising action and community associations. We would be glad to assist you with our knowledge of the local conditions, the latest supply and demand situation for retail shops and areas from urban, commercial and private sources. We provide active support for your investment in the location of Regensburg where questions of settlement and relocation are concerned. We accompany every step of your commitment with transparent administrative proceedings.

## Facts and figures relevant for the retail trade:

### ❖ Population and inhabitant development

• Number of inhabitants (main and secondary residences):	166.467	(12/2017)
• Population forecast for the City of Regensburg	+ 9,3 %	(2015 – 2035)

(according to the Bavarian State Office for Statistics)

### ❖ Key performance indicators relevant for the retail trade (GfK)

• Purchasing power index	112,3	(2017)
• Turnover index	172,3	(2017)
• Centrality index	154,7	(2017)
• Absolute purchasing power in the City of Regensburg	24.982 € per capita	(2017)
• Absolute purchasing power in Germany	22.239 € per capita	(2017)

### ❖ Sales area/enterprises

• Sales area in the city as a whole (estimation)	440.000 m2	
• Number of enterprises in the city as a whole (estimation)	1.385	
• Sales area in the Old City	69.050 m2	(09/2017)
• Number of enterprises in the Old City	523	(09/2017)

### ❖ Employment structure (employment agency)

• Number of employed persons liable to pay social security at the place of work	118.020	(30.06.2016)
• Rate of unemployment Regensburg (city and rural district)	2,2 %	(06/2018)
• Rate of unemployment in the City of Regensburg	3,0 %	(06/2018)
• Rate of unemployment Germany	5,0 %	(06/2018)

### ❖ Tourism:

Regensburg is a UNESCO World Heritage Site. 1.064.094 overnight stays in the year 2016 with an average duration of stay of 1.9 days and a steep rise in one-day visitors all add up to additional purchasing power.

❖ You will find more facts and figures for Regensburg at: <http://www.statistik.regensburg.de/>