

MAASTRICHT

Cushman & Wakefield

Global Cities Retail Guide

With a rich history and huge cultural importance, Maastricht is one of the oldest cities in the Netherlands and the capital city of the country's most southern province, Limburg.

The European Union as we know it today was founded in Maastricht, where it was developed according to the Maastricht treaty signed in 1992. The city is the fourth largest tourist city in the country after Amsterdam, Rotterdam and The Hague, attracting more than one million tourists each year.

Located on either side of the river Meuse, Maastricht offers a Burgundian lifestyle. Visitors can eat one of Limburg's famous pies, drink at one of the terraces on the characteristic historical squares, or visit the nearby vineyard. The city has a strong regional position attracting visitors throughout the whole nation as well as from nearby countries Belgium and Germany.

Maastricht has over 120,000 inhabitants and is seen as one of the major retail cities in the country, open seven days a week, with a retail floor area of approximately 237,400 sqm. This equates to 1.9 sqm retail space per capita, far above the nationwide average of 1.1 sqm. The retail market of Maastricht offers boutique shops and large department stores as well as charming shopping districts, each with its own character. From hip and vintage shops in the district Wyck to luxury shops in the Stokstraatkwartier or one of the shopping centres like Mosae Forum or Entre Deux. The Stokstraat contains a lot of luxury retail and is one of the most exclusive retail streets in the Netherlands. Overall, Maastricht is seen as a popular destination for both domestic and international retailers.

Besides the historical inner city of Maastricht, the yearly international leading fine arts and antiques fair TEFAF also attracts a lot of visitors. TEFAF is held in conference centre MECC, which hosts a large number of conferences during the year, making Maastricht one of the largest conference cities in the Netherlands. Furthermore, the Maastricht Aachen Airport is the fourth largest airport of the country offering domestic and European flights. Especially during the TEFAF, the airport is fully occupied.



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KEY RETAIL STREETS & AREAS

GROTE STAAT

The Grote Staat, together with the Kleine Staat is, one of the main shopping streets in Maastricht, containing all of the major national and international retailers. The street leads to the Kleine Staat in the north and the well known historical square, Vrijthof, in the south. Vrijthof is the cultural heart of the city offering a wide range of events, museums and theatre. Furthermore, the nearby 700 year old historical Dominicanen church hosts a bookshop, which was described by the Guardian as “The fairest bookshop of the world, a bookshop made in heaven”. The Grote Staat focusses on fashion with both domestic and international fashion brands, such as the large department store Hudson’s Bay, G-Star, Levi’s, Mango, WE, Costes, Kiko, Vans and Pandora.

KLEINE STAAT

The Kleine Staat is one of the other main shopping streets in Maastricht, located perpendicular to the Grote Staat, leading towards the crossing of the Maastrichter Brugstraat and Kersenstraat. Due to this crossing, the Kleine Staat registers the highest footfall of Maastricht. Similar to Grote Staat, the focus of the Kleine Staat is on both domestic and international retail, such as the large department store Bijenkorf, Swarovski, Stradivarius, Dr. Martens, Hunkermöller and Claudia Sträter.

MAASTRICHTER BRUGSTRAAT

The Maastrichter Brugstraat is a small street connecting the historical city centre of Maastricht to the river Meuse and the train station at the eastern side. The Sint Servaasbrug, the oldest bridge in the Netherlands, connects both sides of the river. There is a large amount of premium international retailers of the Maastrichter Brugstraat, such as IKKS, Hugo Boss, Aspact, Cavallaro Napoli, River Woods

MUNTSTRAAT

The Muntstraat is a relatively small shopping street that connects the Grote Staat with one of the major squares in Maastricht, the Markt. The Markt contains the city hall of Maastricht and a large number of restaurants and bars. Well known retailers on this street include Tommy Hilfiger, Scotch & Soda, Paprika, Bijou Brigitte, Chasin’ and Steps.

SPILSTRAAT

The Spilstraat is located between the Grote Staat and the Markt. The street also forms one of the entrance points to shopping centre Entre Deux. Some retailers located on the Spilstraat include Scotch & Soda, Picture People, La Ligna, and Durlinger.



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KEY RETAIL STREETS & AREAS

STOKSTRAAT

The Stokstraat is located near the Maasboulevard and is known for its exclusive luxury retailers. The street is seen as one of the first luxury retail streets in the country, after its renovation during the 20th century. Several luxury retailers in the Stokstraat include Sarah Pacini, Liu-Jo, Roberto Botticelli, and Purdey. In addition there are some local luxury retailers, such as Georgette and Kiki Niesten.

WOLFSTRAAT

Wolfstraat is an extension of the Kleine Staat and is located perpendicular to the Grote Staat leading towards the Onze Lieve Vrouwenplein, a popular tourist hotspot, which is known for its catering facilities. Both local and international retailers focused on fashion are located on this street, including Massimo Dutti, Lacoste, Esprit, Marc O'Polo, La Dress, Antony Morato, and Benetton.



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MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT PER SQM PER YR (EUR)
Grote Staat	Locals/Tourists	Hudson's Bay, G-Star, Levi's, Mango, WE, Costes, Kiko, Vans, Pandora, Foot Locker, Douglas, Sacha, Manfield, Espresso, SCAMM	Hudson's Bay, SCAMM, Clarks, Kiko	1,300 – 1,550
Kleine Staat	Locals/Tourists	Bijenkorf, Swarovski, Stradivarius, Dr. Martens, Hunkermöller, Claudia Sträter, Score, WE, Only	Dr. Martens, Wam Denim, Sneakers	1,200 – 1,550
Maastrichter Brugstraat	Locals/Tourists	IKKS, Hugo Boss, Aspact, Cavallaro Napoli, River Woods, MC Gregor, Rituals, Falke, Timberland, Nespresso	St. Studio, Sam Friday	900 – 1,400
Muntstraat	Locals/Tourists	Tommy Hilfiger, Scotch & Soda, Paprika, Bijou Brigitte, Chasin', Steps, Only, Open32	CKS, Bijou Brigitte, Luckey Leder	650 – 1,400
Shopping centre Mosae Forum	Locals/Tourists	H&M, The Sting, Bever, Esprit, Open32, S. Oliver, Van Haren	Open32	250 – 900
Spilstraat – Shopping centre Entre Deux	Locals/Tourists	Scotch & Soda, Picture People, La Ligna, Durlinger, ZARA, Hollister, Siebel, Rituals, Pieces, Jack & Jones, America Today,	La Femme, Tumb'l'n Dry	300 – 900
Stokstraat	Locals/Tourists	Sarah Pacini, Liu-Jo, Roberto Botticelli, Purdey,	Tailor & Elbax, Bellamy Gallery, Morian	450 – 800
Wolfstraat	Locals/Tourists	Massimo Dutti, Lacoste, Esprit, Marc O'Polo, La Dress, Antony Morato, Benetton,	Meulenhof	600 – 1,000



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SHOPPING CENTRES

MOSAE FORUM

Shopping centre Mosae Forum is located on the Markt and was developed in the same period as the Entre Deux shopping centre. Maastricht has struggled for many years with a lack of large-scale retail units. However, the development of shopping centres Mosae Forum and Entre Deux resolved this by providing some large-scale retail units. Due to the large car park developed underneath the Mosae Forum, the shopping centre is an important access point for consumers. In addition, shopping centre Mosae Forum also contains several food & beverage retailers. Some large retailers occupying the centre are H&M, The Sting, Bever and Esprit.

BRUSSELSE POORT

Brusselse Poort is the only large district shopping centre of Maastricht, located to the west of the inner city. It has a total area of approximately 20,000 sqm and a strong focus on daily goods, with a large number of domestic retailers. There are two supermarkets located within the centre as well as several food and beverage facilities. Some of the large, mainly domestic, retailers include Albert Heijn XL, Jumbo, Gall & Gall, Intertoys, ICI Paris XL, C&A and Holland & Barrett.

ENTRE DEUX

Entre Deux is a shopping centre in the inner city of Maastricht. The shopping centre is located between the Spilstraat, Helmstraat, Preekherengang and the main shopping street Grote Staat. Entre Deux was redeveloped into a high quality shopping centre, and reopened in late 2006. The Entre Deux shopping centre now forms a perfect link between the two main squares of Maastricht: the Markt and Vrijthof. Well-known retailers in Entre Deux are Zara, Hollister, H&M, Riverstone and Pieces.

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FOOD & BEVERAGE

The Burgundian lifestyle of Maastricht offers a wide range of food and beverage within the historical inner city of Maastricht, catering to large numbers of tourists. The city also has two restaurants with a Michelin star, Beluga and Toine Hermsen. In addition, the historical squares in the city contain a wide range of bars, restaurants and cafés. The three largest and most popular food and beverage spots are the squares Vrijthof, Markt and Onze Lieve Vrouwenplein.

Vrijthof

Vrijthof is a historical square that is well known for its culture, museums, theatre, restaurants and bars. The square is located at the end of the Grote Staat and is visited by both locals and tourists. In the winter the square hosts the Winter Wonderland, which is part of the “Magisch Maastricht” event. During these months there is an ice rink, Ferris wheel and a small market with food and beverages on the Vrijthof. Another important event that the square hosts every year is the Andre Rieu concerts, attracting a lot of international visitors.

Markt

The Markt is located in the inner city of Maastricht in the major shopping area. The square hosts the city hall as well as a large number of cafés, restaurants and bars. Twice a week there is a large market with around 200 stalls. Some of the cafés and restaurants include Les Trois Seaux, Jour de Fête and Eetcafé Minckelers. Additionally, the Markt hosts the well known “Friture-Restaurant Reitz” which sells, according to many visitors, the best French fries in the Netherlands.

Onze lieve vrouwenplein

Onze Lieve Vrouwenplein is a smaller square southeast of the historical inner city with a large variety of bars, restaurants and cafés. The establishments in this area are also very popular with the inhabitants of Maastricht. Some of the cafés and restaurants are Il Giardino della Mama, Brasserie Van Buuren and Café Charlemagne.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Vrijthof	Locals/Tourists	Gio's Cucina Casalinga, Il Bacaro bar e cucina, Grand Café de Perroen, De Preuverij	€400 – €500/ sqm/ year
Markt	Locals/Tourists	Eetcafé Jour de Fête, Les Trois Seaux, Eetcafé Minckelers, Friture-Restaurant Reitz, De la Bourse	€300 – €400/ sqm/ year
Onze Lieve Vrouwenplein	Locals/Tourists	Brasserie Van Buuren, De Comedie, Il Giardino della Mama, Café Charlemagne, La Ville	€250 – €350/ sqm/ year

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