REiMS

A COMMERCIAL, INNOVATIVE, AND CONNECTED CITY



REiMS COMMERCE

REiMS

ASSETS THAT DRIVE SUCCESS

With its strong appeal, excellent connectivity and high quality of life, the Reims area offers the perfect setting for innovation and new business ventures.

ONLY 45 MINUTES FROM PARIS BY HIGH SPEED TRAIN

and at the heart of Europe, Reims ranks as the leading regional city for accessibility.

300,000

- A dynamic area of **300,000 inhabitants.**

- **High purchasing power** with a high concentration of affluent professionals.

35,000

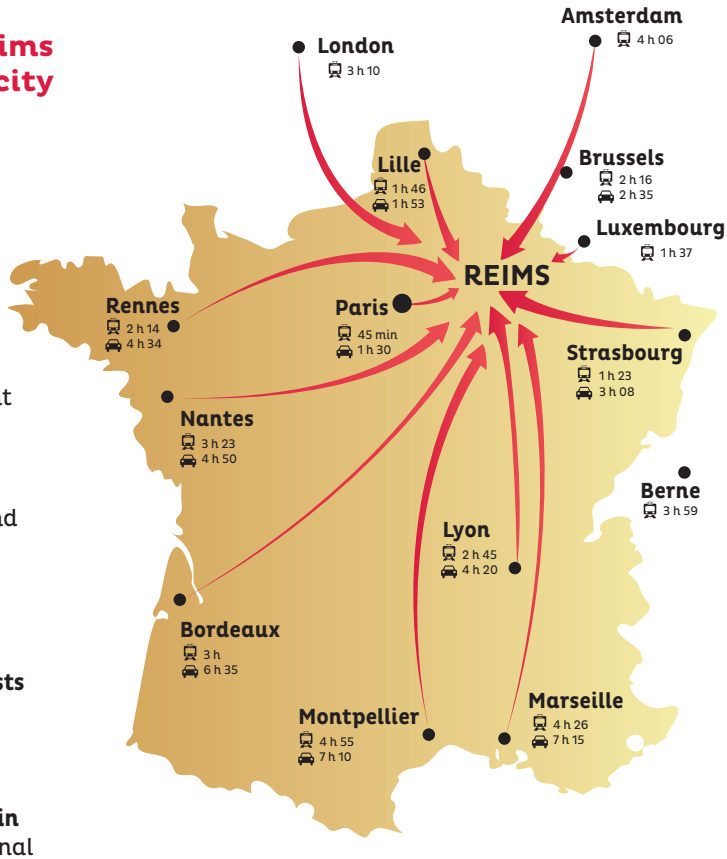
- A young, consumer-oriented and trend-setting population with **35,000 students.**

10 million

- **Nearly 10 million foreign tourists** welcomed in 2024.

over 1100

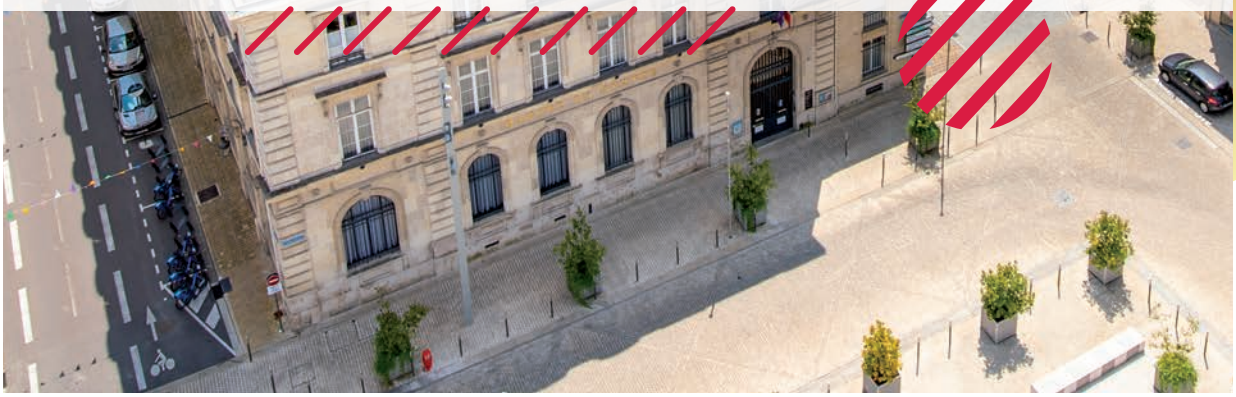
- **Over 1,100 thriving businesses in the city centre,** including national flagships and local gems.



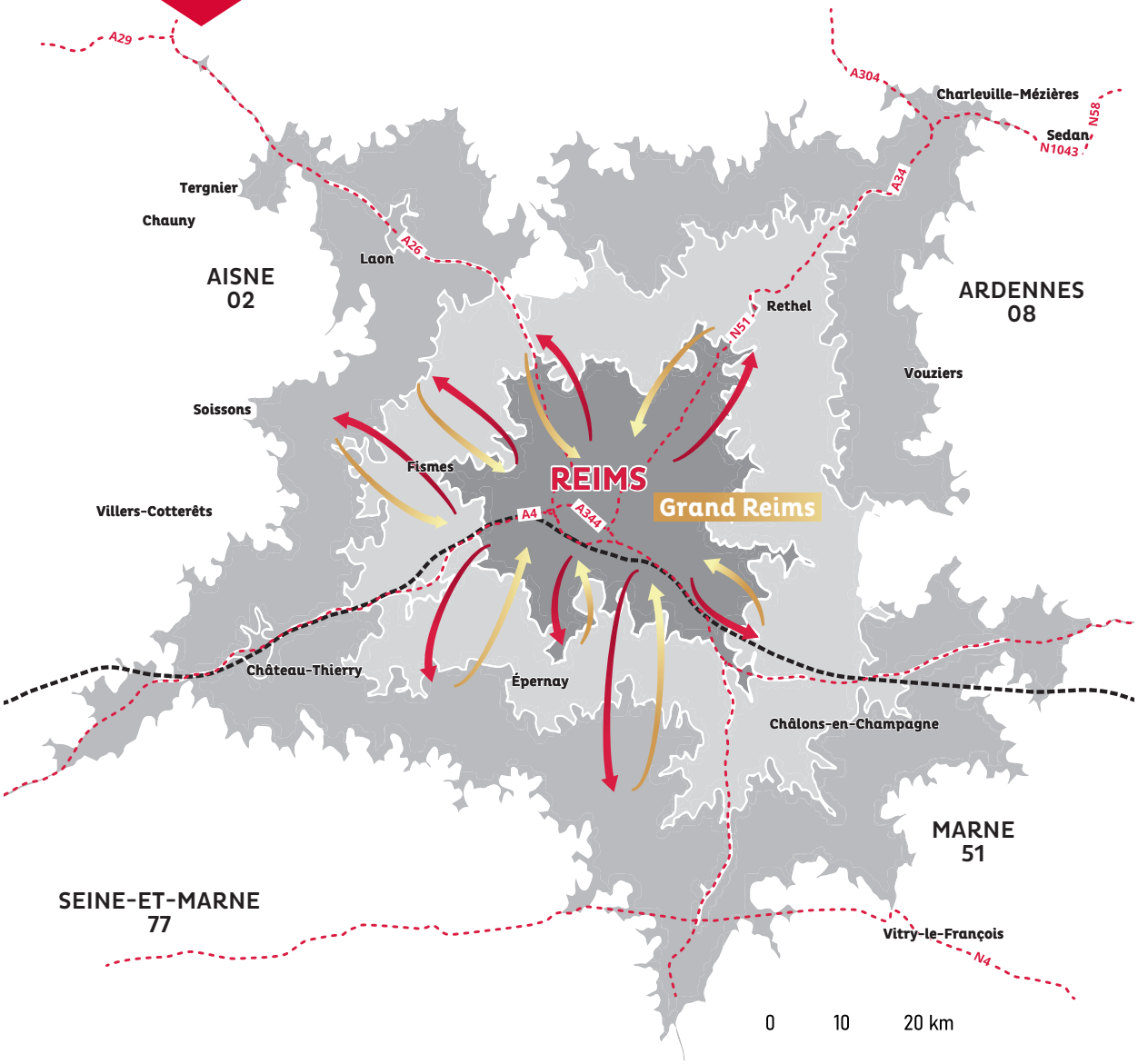
REIMS AN ATTRACTIVE AND DYNAMIC MARKET



- **One of the lowest vacancy rates in France,** with only 4% in the heart of the city.
- A perfect balance between local character and brand strength with **60% independent businesses and 40% chains.**
- **Strong stability among established retailers,** with a low turnover rate of around 7% – proof of a healthy and sustainable retail landscape.
- **A strong network of leading retail brands:** Zara, H&M, Fnac, Monoprix, Galeries Lafayette, Intermarché, Leclerc, Carrefour, McDonald's, Burger King, The North Face, Hugo Boss and more.
- **Over 95 new openings in a single year,** Reims attracts and wins over new brands.
- **A rich cultural and events programme** generating strong visitor traffic: Christmas Market (1.1 million visitors), Reims Polar (12,500 spectators), Flâneries Musicales (15,000 spectators), Reims: The Legendary Epic (around 100,000 people) and more.



REIMS CATCHMENT AREA MAPPING



Zone A: less than 30 minutes by car from the centre of Reims

Zone B: between 30 and 45 minutes by car from the centre of Reims

Zone C: between 45 and 60 minutes by car from the centre of Reims

Main road

Main railway line

To Greater Reims

From Greater Reims

Sources: BD TOPO® IGN | INSEE 2022

REIMS

A CITY THAT NEVER STOPS INNOVATING

Urban projects designed to enhance commercial appeal.



A true historic route linking the cathedral to the Saint-Remi Basilica, the Voie des Sacres will be largely completed by the end of 2025. Lined with small squares and lively public spaces, the Voie des Sacres will also host the new high-quality service bus.



Green spaces lie at the heart of the city's public realm development strategy. The Jean-Louis Schneiter Promenades, right in the city centre, are a perfect example of this. The city's green lung, they offer a variety of spaces, from relaxation areas and water features to sports facilities.



This former industrial site will become home, from the start of the 2026 academic year, to the campuses of NEOMA Business School Reims and ÉSAD, a school of design. This innovative, youth-focused district will feature architecture that combines modernity and heritage.



Situated along the canal, Les Berges de Reims will be completed from 2026 onwards. This large-scale project will offer several spaces: a water garden, pedestrian quay, cycle path, and a restaurant barge.

REiMS COMMERCE

AN INITIATIVE DEDICATED TO BUSINESSES



Much more than a one-stop shop, Reims Commerce is an initiative set up by the City of Reims to support, assist and inform project developers.

Reims Commerce also collaborates with **a network of public and private partners**, providing local businesses with support to tackle their everyday challenges.

A genuine testing ground, the Reims Commerce pop-up shop gives innovators the chance to trial their concept in a real-life retail setting. This 20m² space in the very heart of the city centre offers an ideal first step for testing the local market before setting up permanently.

REiMS COMMERCE

YOUR LOCAL SETUP PARTNER

- **Pop-up test shop**
- **Support with site selection**
- **Connecting with brokers**
- **Streamlined administrative support (public-access building compliance, planning, signage, terraces, events, and more)**
- **Assistance, financing, and local networks**

THEY CHOSE REIMS: SUCCESS STORIES AND TESTIMONIALS



"Since our opening on Place Drouet-d'Erlon in September 2023, Starbucks Reims has enjoyed great success. Customer traffic remains strong throughout the year, with a noticeable increase in summer. Reims offers a dynamic commercial environment, driven by a diverse mix of local and tourist customers. It's a city where a brand like ours has real potential to grow, as shown by our new drive-through store soon to open in Cormontreuil."

Cyrielle SAGUET, store manager, STARBUCKS COFFEE Reims Centre
(brand outlet – coffee and fast food)



"Having run a restaurant in Reims for over ten years, I've witnessed the city's dynamic transformation. There are more customers around, terraces fill up early, and evenings are lively, even on weekdays. The influx of students and the boost in tourism, strengthened by the city's inclusion on the UNESCO World Heritage List, both contribute to this vibrant atmosphere. Our location in the Boulingrin district, a landmark of Reims gastronomy, was an obvious choice, and the results have lived up to our expectations."

Alexandre VICTORE-PUJEBET, Manager of PNY
(traditional restaurant franchisee)



"Since 2004, my boutique Tandem has been dressing the women of Reims with passion. In twenty years, I've seen Reims transform; it's become more dynamic, more attractive, with a cultural, sporting and tourism calendar that brings us an ever-growing flow of visitors. While our growth is built on a loyal local customer base, our presence on social media and our website also allow us to attract passing customers, particularly European, American and Parisian visitors, drawn to the Reims shopping experience just a stone's throw from the capital."

Pauline FERRY, Manager of TANDEM
(independent ready-to-wear retailer)

REiMS COMMERCE

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REiMS LÉGEND'R LA CHAMPAGNE

Reims.fr Ville d'effervescences

Ville de Reims - Direction de la communication