



GERMANY HUB · LOCATION INTELLIGENCE

Central Zone

Franchise Location Market Report

30

PROPOSED LOCATIONS

2.677.780

EST. CATCHMENT POPULATION

285.981

EST. SCHOOL-AGE CHILDREN

€27.8m

MODELED ANNUAL MARKET

€54.697

AVG. HOUSEHOLD INCOME

Scope and use

This report covers the proposed CHESS KLUB locations in **Central Zone**. It supports franchise territory screening, school-partnership planning, and early-stage demand sizing. Every address is a planning locality; a street site remains pending local validation and franchise award.

Data basis

Population: Destatis GV-ISys, 31 December 2025. Pupils and schools: Destatis, school year 2024/25. Household income: AK VGRdL district disposable income, 2023. School-radius counts: OpenStreetMap/Overpass.

Market-size formula Estimated school-age children × 6% paid participation × €135 monthly tuition × 12 months. Values are rounded and illustrative; they are not revenue guarantees.

Average mapped/estimated schools per catchment: 151.0 · Service radius: 8–10 km · Report generated September 2026

Location schedule

All population, child, market, and household-income values are planning estimates derived consistently across the 175-location network.

ID	Franchise location	Planning locality	Population	Schools	School-age	Annual market	Avg. HH income	Role
C-01	Frankfurt am Main Westend	Westend, Frankfurt am Main, Germany	164.466	231	17.565	€1.7m	€59.800	Primary Hub
C-02	Frankfurt am Main Sachsenhausen	Sachsenhausen, Frankfurt am Main, Germany	155.656	231	16.624	€1.6m	€59.800	Spoke
C-03	Frankfurt am Main Bornheim	Bornheim, Frankfurt am Main, Germany	151.250	231	16.153	€1.6m	€59.800	Spoke
C-04	Frankfurt am Main Bockenheim	Bockenheim, Frankfurt am Main, Germany	146.845	241	15.683	€1.5m	€59.800	Spoke
C-05	Frankfurt am Main Nordend	Nordend, Frankfurt am Main, Germany	142.439	226	15.212	€1.5m	€59.800	Spoke
C-06	Wiesbaden Mitte	Mitte, Wiesbaden, Germany	100.690	171	10.754	€1.1m	€68.600	Hub
C-07	Wiesbaden Sonnenberg	Sonnenberg, Wiesbaden, Germany	95.296	134	10.177	€990k	€68.600	Spoke
C-08	Wiesbaden Biebrich	Biebrich, Wiesbaden, Germany	92.598	190	9.889	€960k	€68.600	Spoke
C-09	Mainz Altstadt	Altstadt, Mainz, Germany	78.117	168	8.343	€810k	€55.100	Hub
C-10	Mainz Oberstadt	Oberstadt, Mainz, Germany	73.932	197	7.896	€770k	€55.100	Spoke
C-11	Mainz Gonsenheim	Gonsenheim, Mainz, Germany	71.839	125	7.672	€750k	€55.100	Spoke
C-12	Kassel Vorderer Westen	Vorderer Westen, Kassel, Germany	101.108	120	10.798	€1.1m	€49.400	Spoke
C-13	Kassel Bad Wilhelmshöhe	Bad Wilhelmshöhe, Kassel, Germany	95.691	121	10.220	€990k	€49.400	Spoke
C-14	Darmstadt Mitte	Mitte, Darmstadt, Germany	86.442	138	9.232	€900k	€55.500	Spoke
C-15	Darmstadt Bessungen	Bessungen, Darmstadt, Germany	81.811	131	8.737	€850k	€55.500	Spoke
C-16	Koblenz Süd	Süd, Koblenz, Germany	58.065	105	6.201	€600k	€53.700	Spoke
C-17	Koblenz Metternich	Metternich, Koblenz, Germany	54.955	115	5.869	€570k	€53.700	Spoke
C-18	Saarbrücken St. Johann	St. Johann, Saarbrücken, Germany	93.946	124	10.033	€980k	€50.800	Spoke
C-19	Saarbrücken Rotenbühl	Rotenbühl, Saarbrücken, Germany	88.913	142	9.496	€920k	€50.800	Spoke
C-20	Trier Mitte	Mitte, Trier, Germany	53.973	74	5.764	€560k	€53.000	Spoke
C-21	Trier Kürenz	Kürenz, Trier, Germany	51.081	70	5.455	€530k	€53.000	Spoke
C-22	Offenbach Westend	Westend, Offenbach, Germany	68.430	200	7.308	€710k	€46.300	Spoke
C-23	Offenbach Bieber	Bieber, Offenbach, Germany	64.765	265	6.917	€670k	€46.300	Spoke
C-24	Gießen Mitte	Mitte, Gießen, Germany	45.490	76	4.858	€470k	€51.600	Spoke
C-25	Gießen Wieseck	Wieseck, Gießen, Germany	43.054	76	4.598	€450k	€51.600	Spoke
C-26	Fulda Innenstadt	Innenstadt, Fulda, Germany	65.755	63	7.023	€680k	€56.900	Spoke
C-27	Marburg Südviertel	Südviertel, Marburg, Germany	73.571	61	7.857	€760k	€52.800	Spoke
C-28	Kaiserslautern Innenstadt	Innenstadt, Kaiserslautern, Germany	100.247	52	10.706	€1.0m	€45.900	Spoke
C-29	Ludwigshafen Süd	Süd, Ludwigshafen, Germany	91.118	225	9.731	€950k	€47.300	Spoke

ID	Franchise location	Planning locality	Population	Schools	School-age	Annual market	Avg. HH income	Role
C-30	Ludwigshafen Friesenheim	Friesenheim, Ludwigshafen, Germany	86.237	226	9.210	€900k	€47.300	Spoke

Methodology and source notes

Population

Municipality totals come from the German Federal Statistical Office (Destatis) GV-ISys file for 31 December 2025, based on Census 2022. For cities with multiple proposed protected catchments, the official municipality total is allocated across those catchments using a fixed, deterministic urban-weight profile. The allocation preserves the municipality total.

Schools and school-age children

The Destatis 2024/25 general-school report records 32,836 schools and 8,914,158 pupils. School-age children are estimated by applying the pupil share of the official 2025 population baseline. School counts use OpenStreetMap/Overpass school features within each proposed 8–10 km radius where available; missing counts use the official national pupils-per-school ratio.

Market size

The annual serviceable market is modeled as school-age children × 6% paid participation × €135 per month × 12 months. It describes demand potential for recurring chess education, not expected unit revenue. Actual conversion, pricing, taxes, travel patterns, competition, and center capacity may differ.

Average household income

The annual average household-income estimate uses the AK VGRdL 2023 disposable income per inhabitant for the applicable district, multiplied by the 2.03-person national household factor and rounded to the nearest €100. It is a regional affordability indicator, not a forecast of franchise revenue.

Address status

The report identifies neighborhood and municipality planning localities, not signed premises. Final street addresses require local property review, zoning/use approval, school and transit validation, and franchise award.

Source links

- Destatis GV-ISys municipality directory
- Destatis school statistics
- AK VGRdL district household-income statistics
- OpenStreetMap contributors / ODbL