

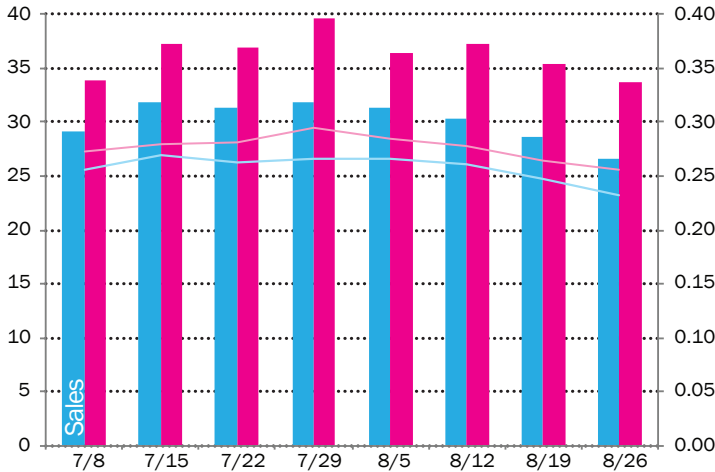
# Times Square

# August 2018 Key Indicators

## BROADWAY Last 8 Weeks

Gross Sales, in Millions

Attendance, Millions



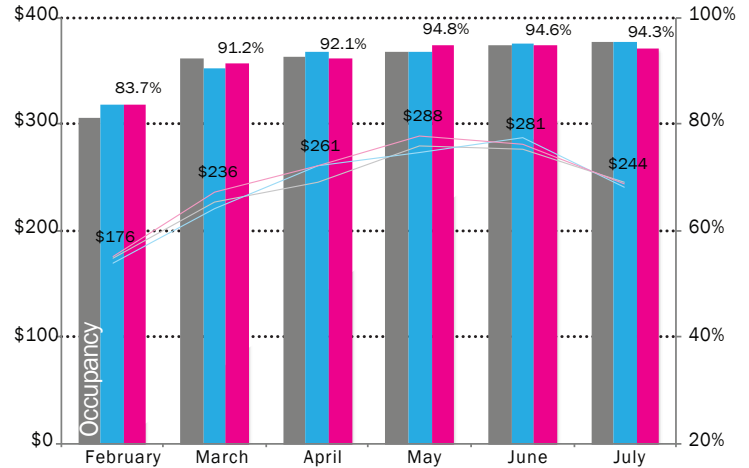
Broadway sales remained strong in August, exceeding 2017 levels by nearly \$6 million each week throughout the month. Attendance is up on average nearly 8% this month compared to August 2017.

Source: The Broadway League

## HOTELS Last 6 Months

Average Daily Rate

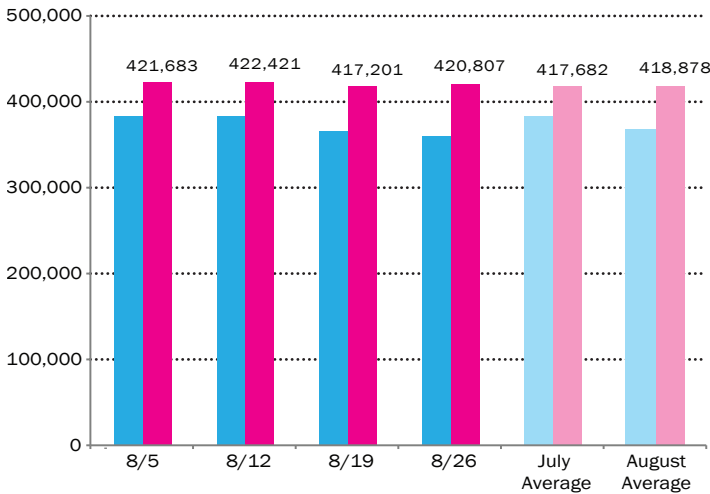
Occupancy Rate



Average daily room rates dipped in July, while occupancy remained high. These trends are consistent with room rates and occupancy in July 2017 and 2016.

Source: STR

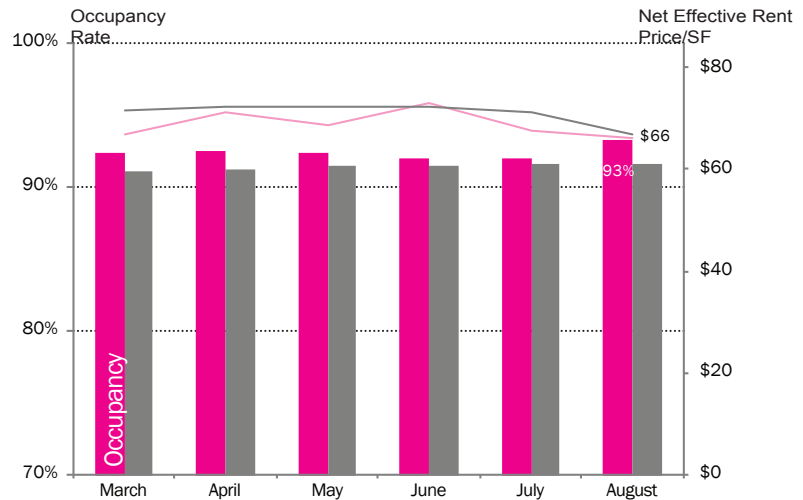
## PED COUNTS Last 4 Weeks



In August, the average daily pedestrian count was 418,878, exceeding that of August last year by 13.7%. This month, Times Square reached a peak daily count of 443,918 people on Wednesday, August 8.

Source: Springboard

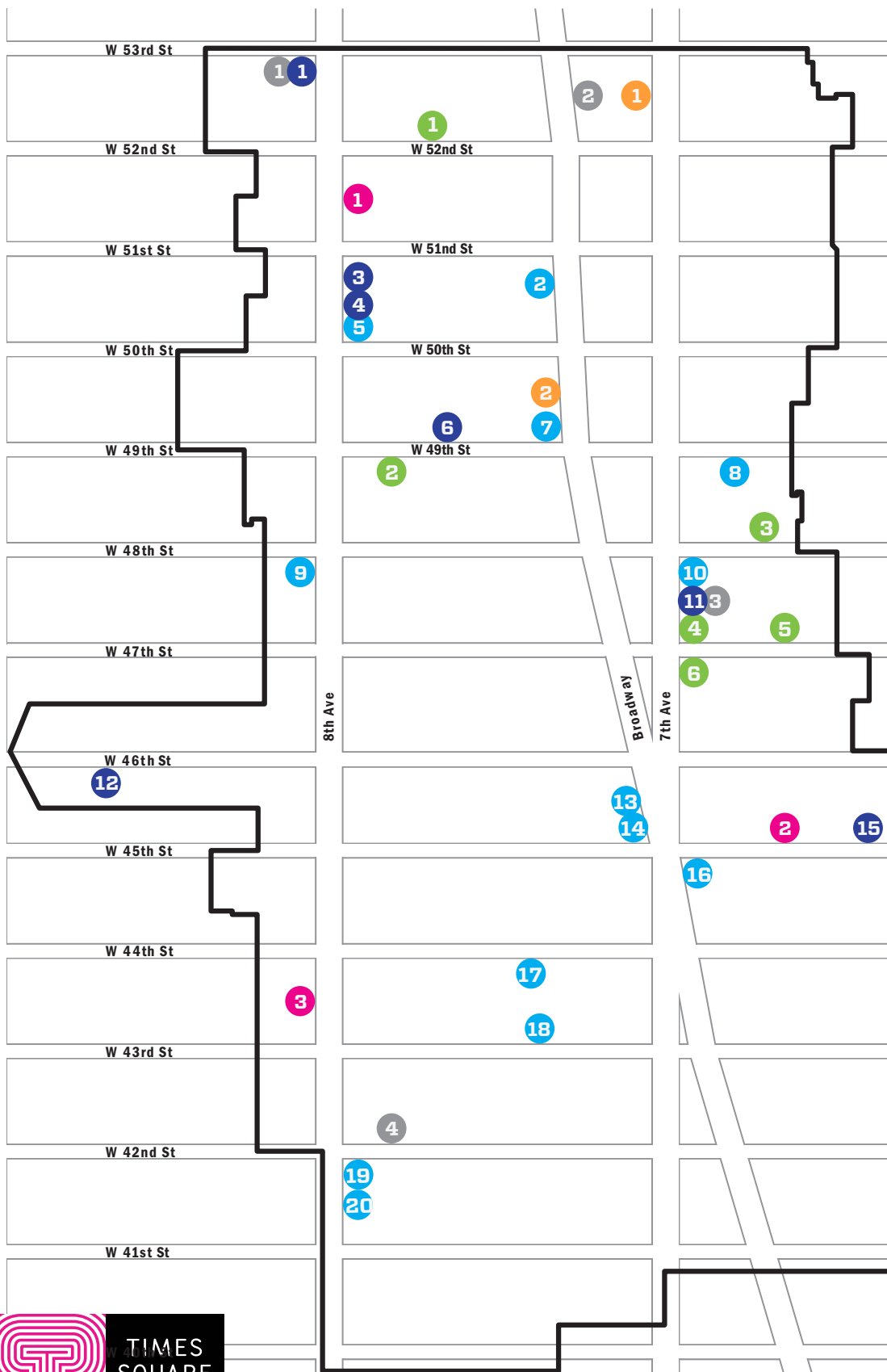
## CLASS A Last 6 Months



Times Square Class A occupancy rates increased to 93%. Average price per square foot decreased slightly to \$66.

Source: CoStar, Compstak

\*Beginning in December 2016, the Alliance changed their methodology calculating Class A commercial rents. The reported number is now a six-month moving average of net effective rents.



## OPENINGS

1. Dunkin' Donuts
2. Consulate General of France
3. Rilakkuma Pop Up Shop

## COMING SOON

1. Red Poke
2. Princi Bakery
3. Taco Bell Cantina
4. Poke Bowl
5. Vanguard Wine Bar
6. Pastrami Queen
7. CVS
8. Ichiran
9. First & Last
10. CoverGirl
11. Platinum Dolls
12. E.A.K. Ramen
13. Levi's
14. Sephora
15. Merrion Row Hotel
16. McDonald's
17. The Ribbon
18. American Market by Todd English
19. Lionsgate Entertainment City
20. Dunkin' Donuts

## CLOSINGS

1. Sbarro
2. Crown Gourmet Deli
3. Lace Gentleman's Club
4. Chevy's

## IN DEVELOPMENT

(A new building under construction)

1. ARO Residential Tower (2018)
2. Hotel Development (TBD)
3. Hard Rock Hotel (2019)
4. Marriott Edition (2018)
5. Riu Hotel (2020)
6. DoubleTree Hotel/Palace Theatre (TBD)

## MAJOR OFFICE

1. 810 7th Avenue  
Ion Media  
40,438 SF
2. 1619 Broadway  
WeWork  
75,000 SF



Dark Blue icons indicate a new "Coming Soon" to the map.