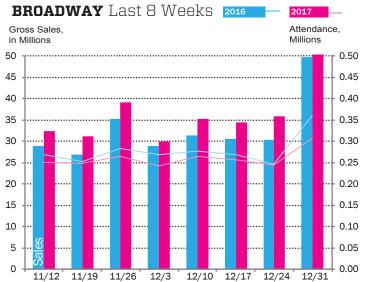
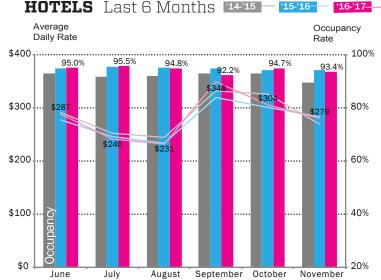
Times Square December 2017 Key Indicators



Broadway ended 2017 on a high note, grossing over \$50 million in sales during the last week of the year.

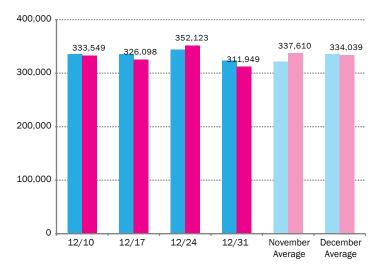
Source: The Broadway League



Times Square hotels continue to maintain some of the highest occupancy rates in the city. Average daily rates have dropped slightly with seasonal trends and are on par with those of 2016.

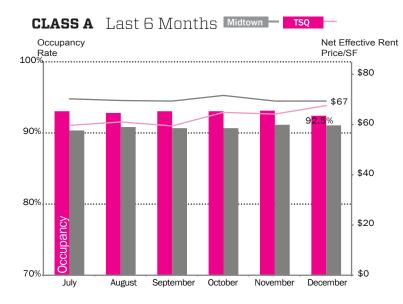
Source: STR

PED COUNTS Last 4 Weeks 2016 2017



December's average daily pedestrian count was similar to that of last year. Counts were down slightly at the end of the month due to unseasonably cold weather.

Source: Springboard



Times Square Class A occupancy rates remained stable this month near 93%. Average price per square foot increased slightly from \$64 to \$67.

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.

