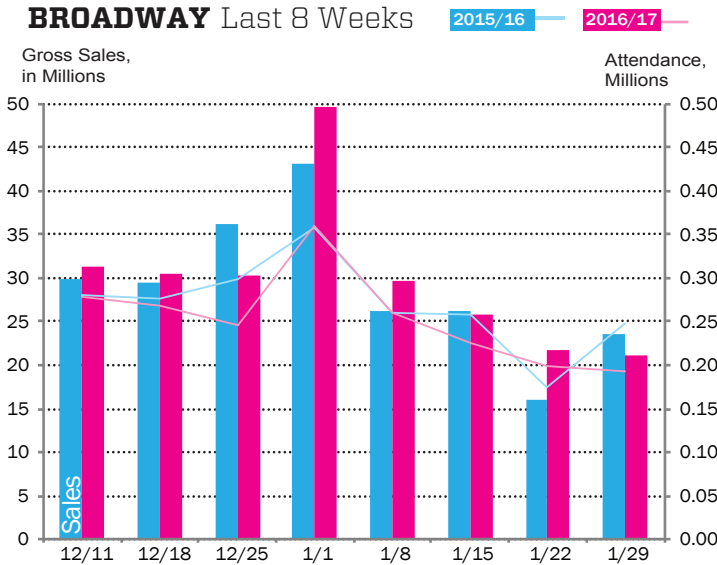


Times Square

January 2017 Key Indicators

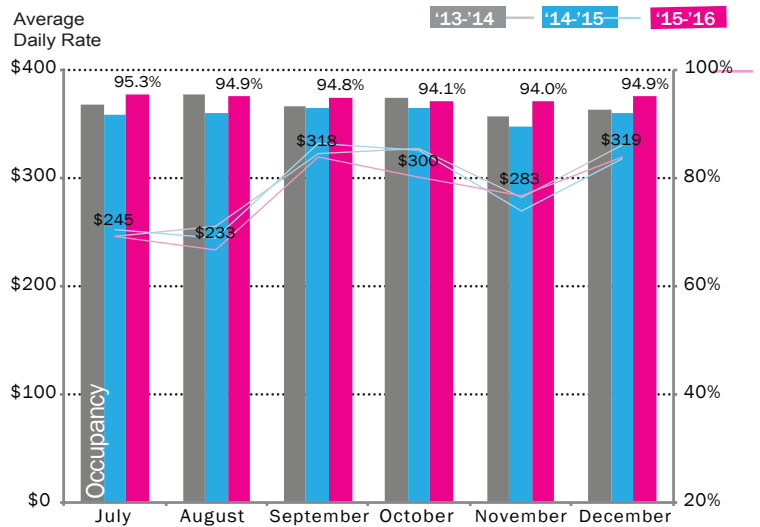
BROADWAY Last 8 Weeks



Both sales and attendance were very strong this month. At this time last year, there were six more shows were running than this year. Relative to the number of shows, January was a successful month for Broadway, with the average weekly gross per show exceeding \$1 million.

Source: The Broadway League

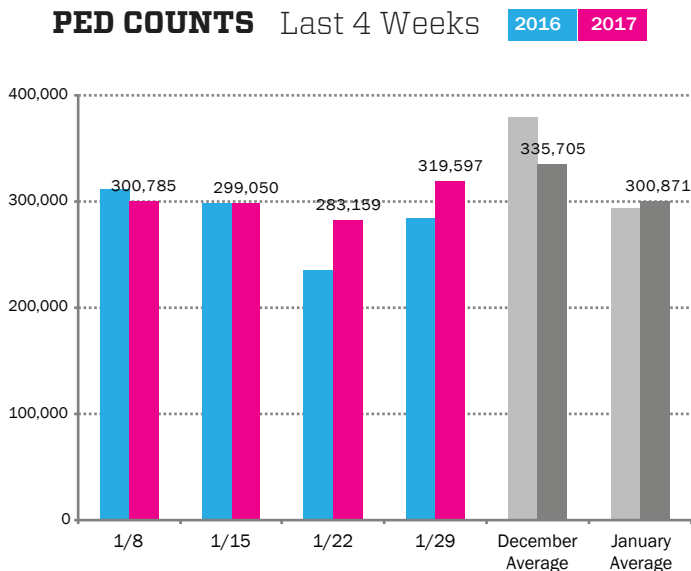
HOTELS Last 6 Months



Current occupancy rates continue to outpace those of the past two years. Time Square's December average daily rate climbed with seasonal trends and surpassed the overall Midtown average.

Source: STR

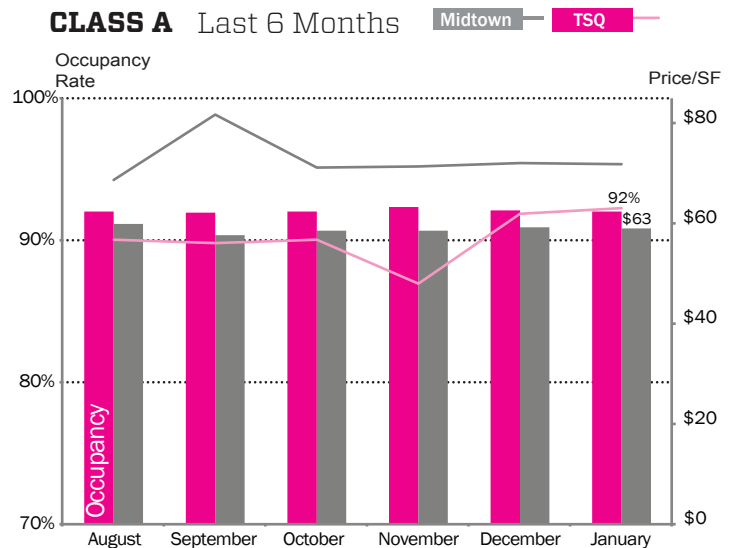
PED COUNTS Last 4 Weeks



Construction wrapped in December and the pedestrian plazas were officially reopened at the beginning of the new year. The January average daily count exceeded that of 2016 and we expect it to continue to climb through 2017.

Source: Springboard

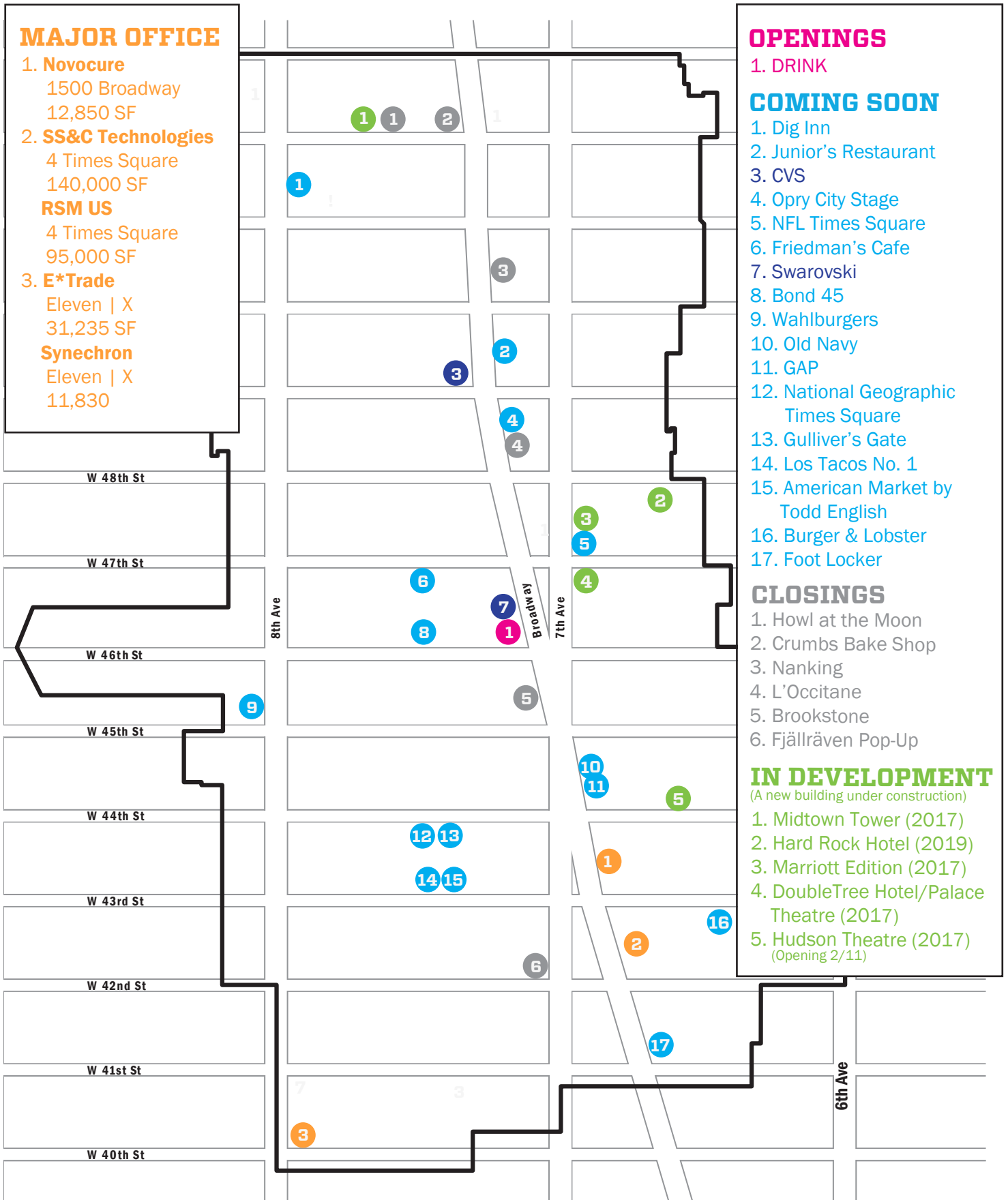
CLASS A Last 6 Months



Times Square Class A occupancy rates remain stable at 92%. Average price per square foot is strong at \$63/SF.*

Source: CoStar, Compstak

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



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