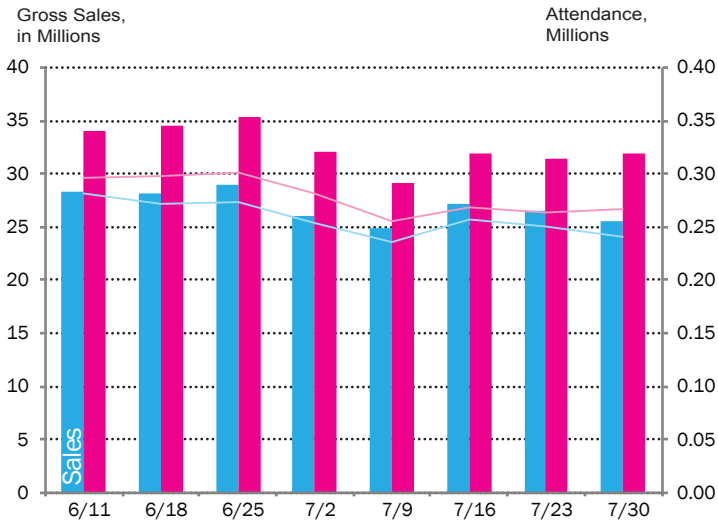


# Times Square

# July 2017 Key Indicators

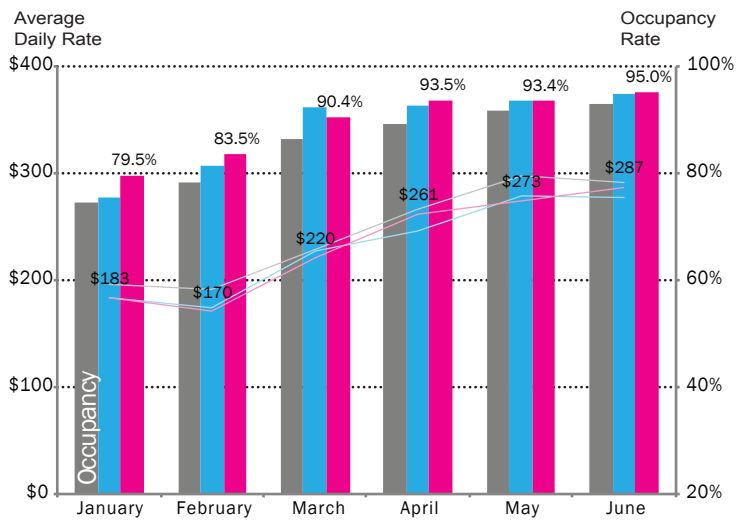
## BROADWAY Last 8 Weeks



Broadway sales and attendance were very strong in July, exceeding the same month last year by 19% and 7%, respectively.

Source: The Broadway League

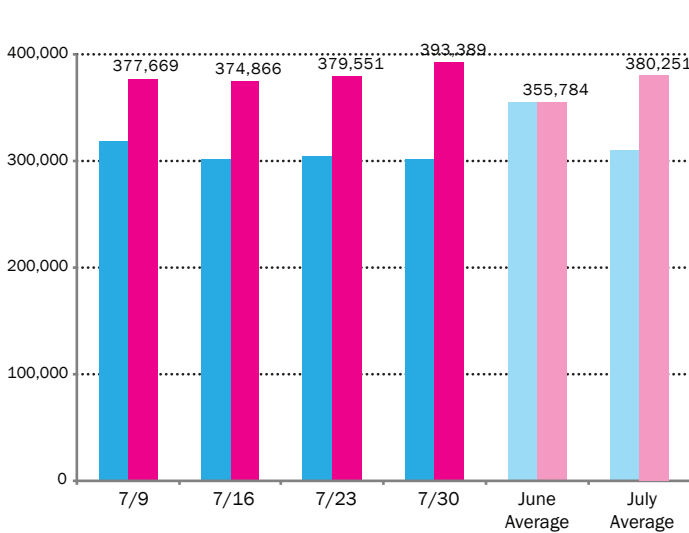
## HOTELS Last 6 Months



Times Square hotels continue to maintain some of the highest occupancy rates in the city. Average daily rates outpace those of last summer and have nearly caught up to 2015 levels. Additionally, Times Square revenue per room continues to exceed that of Midtown hotels.

Source: STR

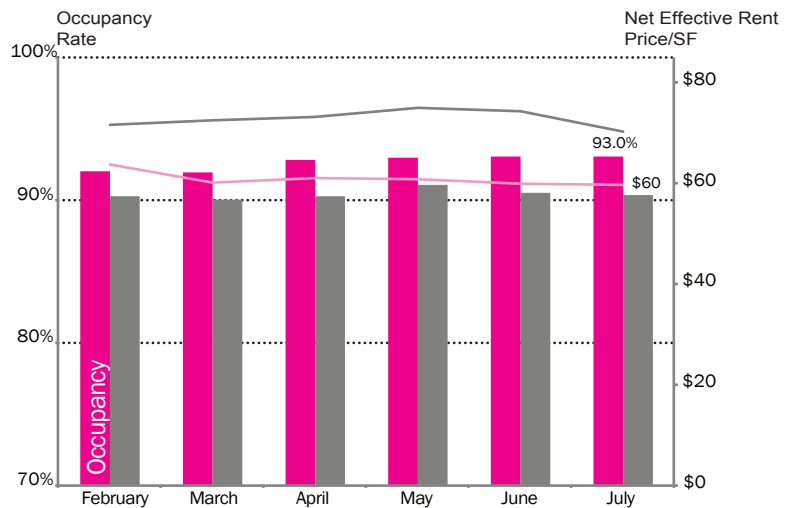
## PED COUNTS Last 4 Weeks



July's average daily count was the highest recorded since the completion of the plaza construction in December. One in five days this month exceeded 400,000 visitors and overall counts have increased by 22.5% since July 2016.

Source: Springboard

## CLASS A Last 6 Months



Both Times Square Class A occupancy rates and average price per square foot remained stable this month at 93% and \$60/SF, respectively. \*

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.

## MAJOR OFFICE

- 810 Seventh Avenue**  
W&L Global  
11,278 SF
- 1500 Broadway**  
Pearl Cohen Zedek  
Latzer Baratz  
16,742 SF
- 220 W 42nd Street**  
Miller Advertising  
11,433 SF

## OPENINGS

- I Heart NY Gifts
- Line Friends
- Burger & Lobster
- Steve Madden

## COMING SOON

- Sprint
- Ground Central Coffee
- SoHo Park
- Princi Bakery
- CVS
- Opry City Stage
- P.S. Kitchen
- NFL Times Square
- Hershey's Chocolate World
- Friedman's Cafe
- Swarovski
- Bond 45
- Kuni's Ikinari Steak
- Hold Fast
- Wahlburgers
- Sephora
- Kiko Milano
- Old Navy
- GAP
- National Geographic Times Square
- American Market by Todd English
- Bluestone Lane Coffee

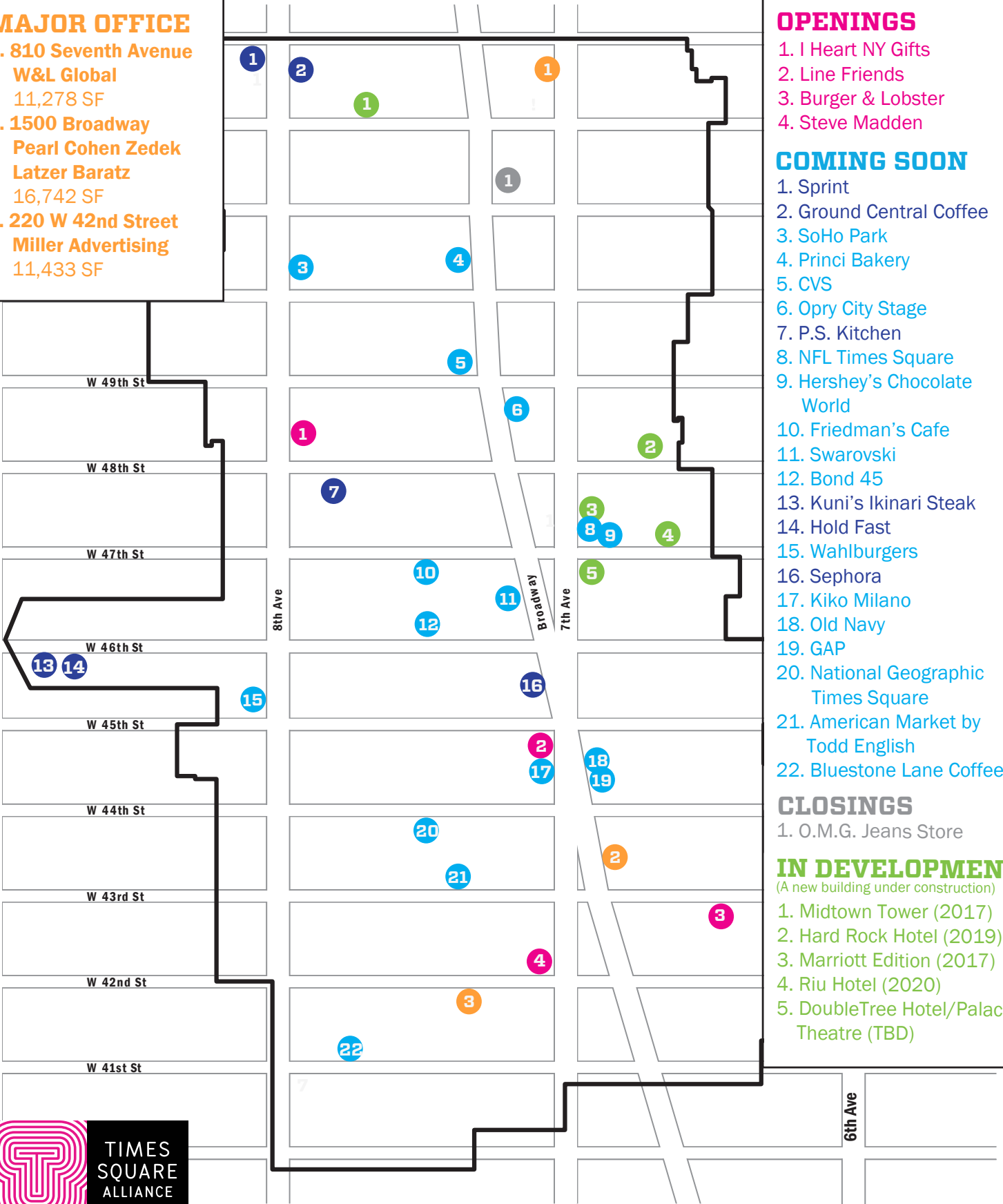
## CLOSINGS

- O.M.G. Jeans Store

## IN DEVELOPMENT

(A new building under construction)

- Midtown Tower (2017)
- Hard Rock Hotel (2019)
- Marriott Edition (2017)
- Riu Hotel (2020)
- DoubleTree Hotel/Palace Theatre (TBD)



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