



June By the Numbers

Monthly Key Economic Indicators



\$35,464,701

Average weekly gross Broadway ticket sales



394,002

Average daily pedestrian count in Times Square



116,066

Total SF leased in Times Square

Times Square hosted the WorldPride Closing Ceremony on June 30th, which celebrated the 50th anniversary of the Stonewall uprisings.



4 new stores

Opened in Times Square



Average Daily Visitors

Pedestrian Count

In June 2019, the average daily pedestrian count was **394,002**, a decline of **6.6%** compared to June 2018 and an increase of **6.6%** compared to last month.

The year over year drop may have been caused by unusually high precipitation rates for the month of June.

This month's peak pedestrian count of **443,659** fell on Thursday, June 27th.





Commercial Real Estate

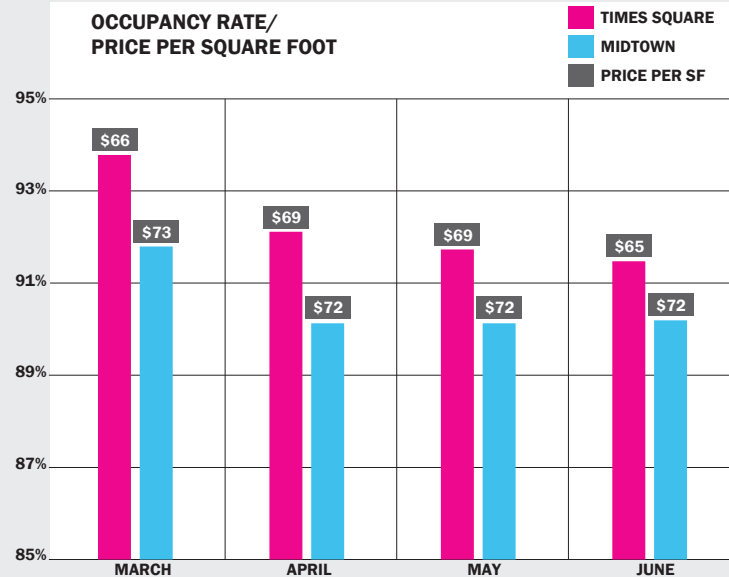
Class A

In June, Times Square's Class A commercial office occupancy rate of **92%** continued to be slightly **higher** than Midtown's rate of **90%**.

The average price per square foot, **\$65**, fell slightly from **\$69** in both April and May.

Major leases this month include:

- **Vevo renewal**
4 Times Square (37,368 SF)
- **National Cable Communications**
4 Times Square (16,724 SF)



Source: CoStar, CompStak. Times Square figures include properties within the BID boundaries. Midtown figures are based on CoStar Submarkets. Beginning in Dec. 2016, the Alliance changed our methodology for reporting commercial rents to be a six-month moving average of net effective rent.

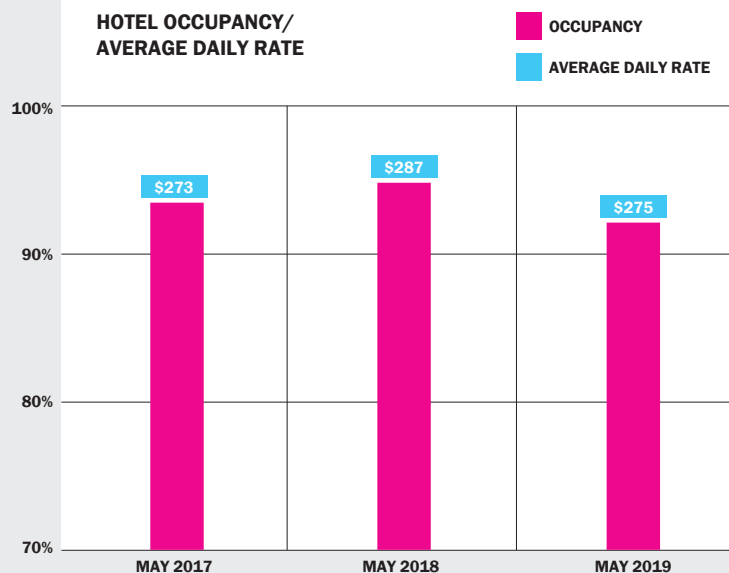


Hotels

Rates & Occupancy

In May, average daily room rates in Times Square hotels fell by **4%** from 2018 to **\$275**. Similarly, occupancy rates fell from **95%** to **92%**.

However, this decline in occupancy was also seen in hotels in both Midtown and Manhattan submarkets generally. Between 2018 and 2019, occupancy rates in Midtown and Manhattan fell by 2% each.



Source: Smith Travel Research. All figures are based on representative samples of hotels within respective boundaries. Please note that hotel figures are based on the month prior to the reporting month.



Broadway

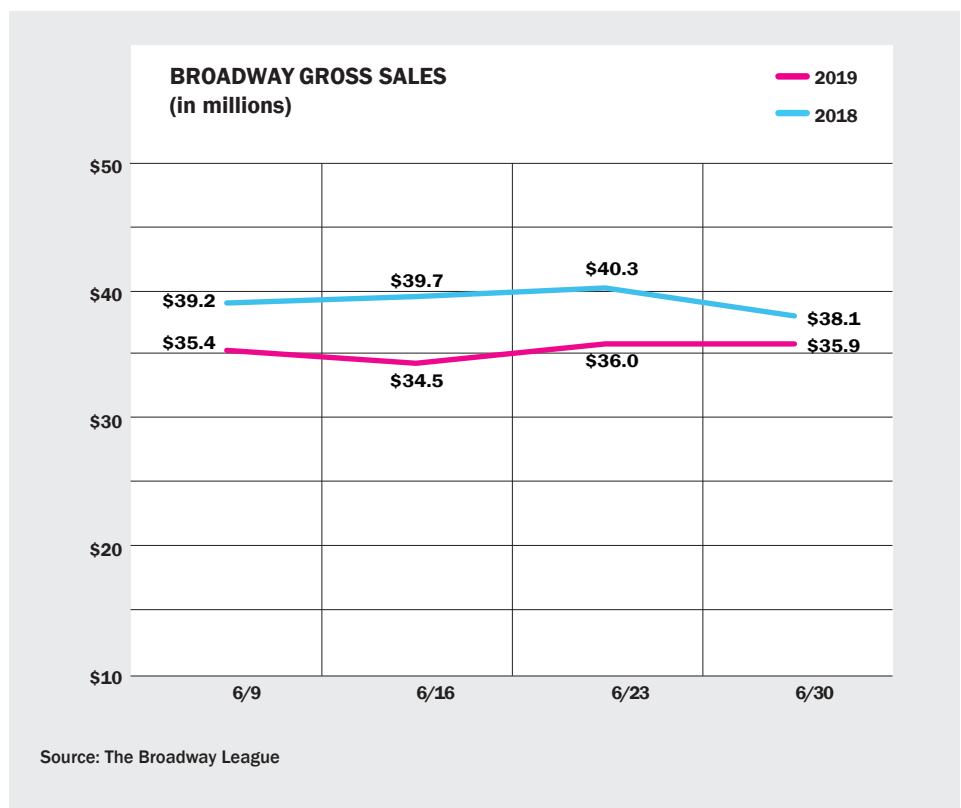
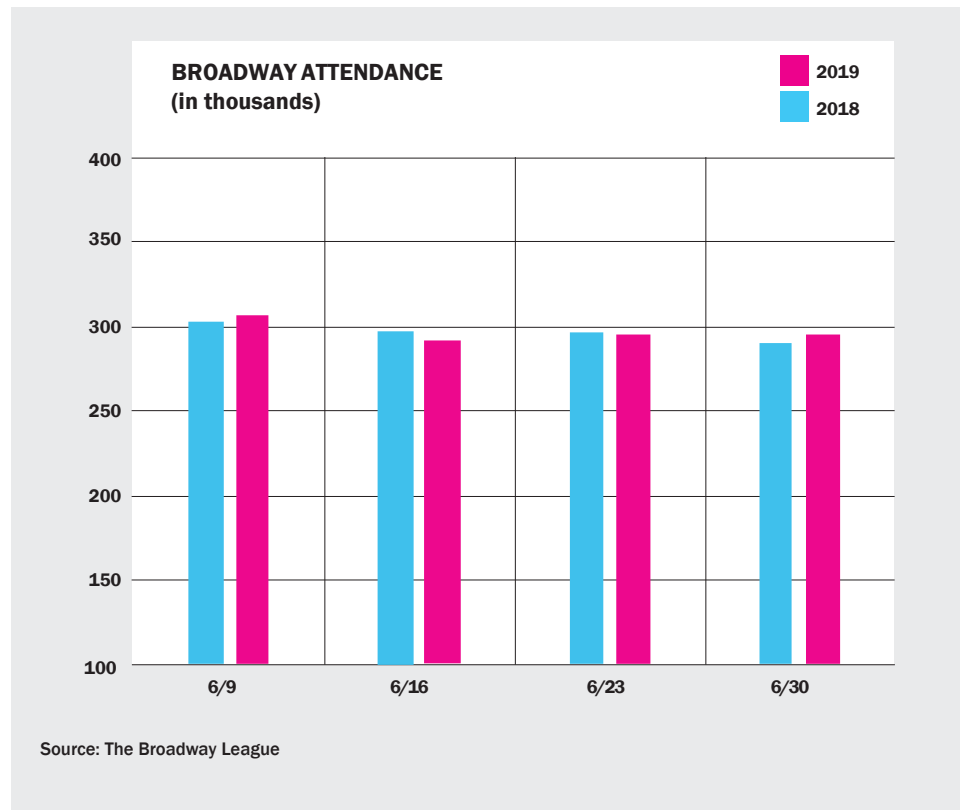
Attendance & Gross Sales

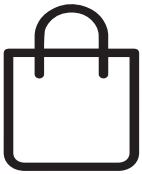
In June 2019, Broadway sales decreased by **11%** and attendance remained steady with a slight increase of **0.1%**, compared to June 2018.

Over **40** different shows played in theatres this month, ranging from Tony-award nominated musicals *Hadestown*, *Ain't Too Proud*, and *Tootsie* to a variety of performances from the In Residence on Broadway series.

An average of **36** shows per week played in Broadway theaters this month. This is consistent with the seasonal average.

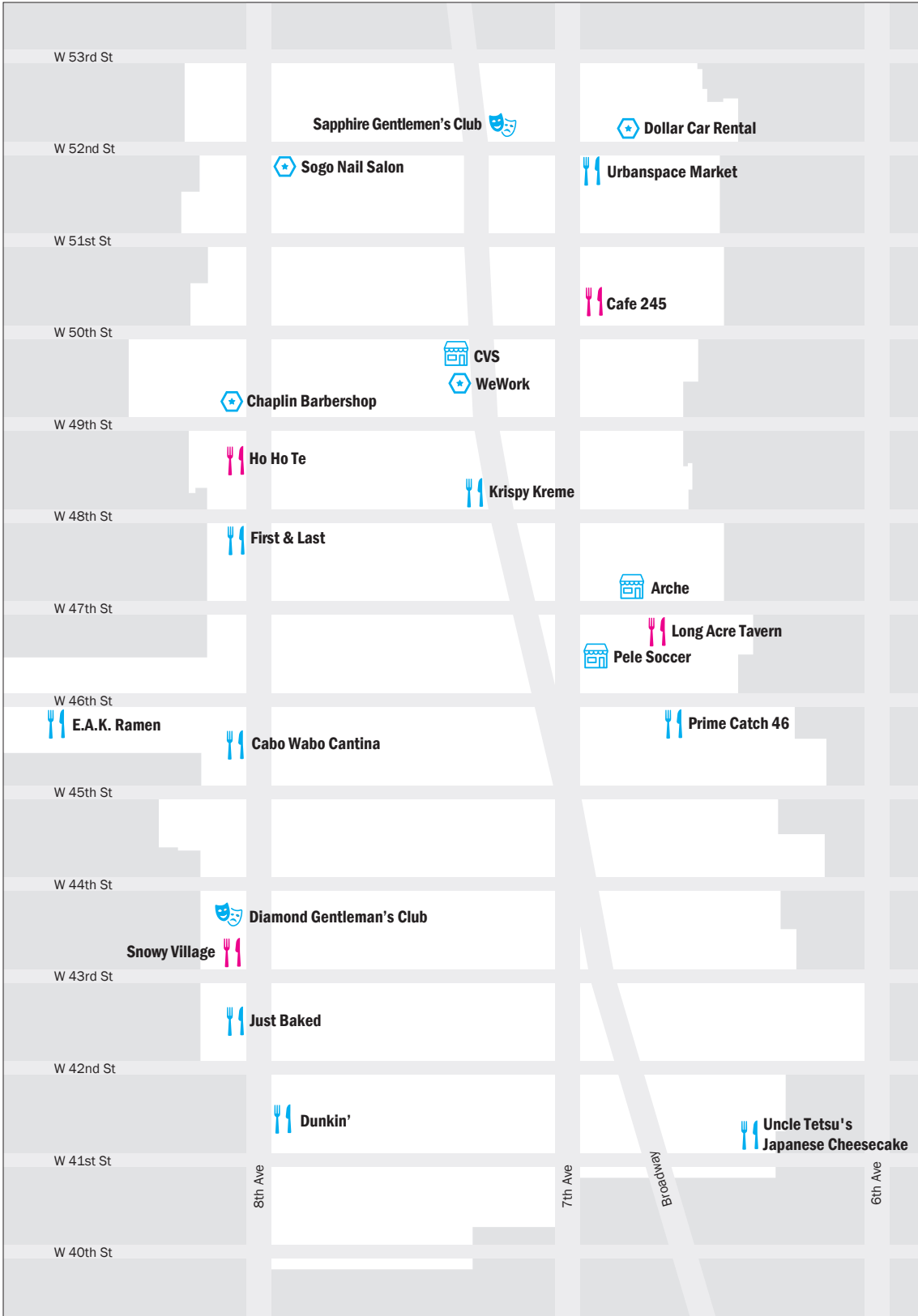
Regina Spektor made her Broadway debut this month at the Lunt-Fontanne Theatre for a 5-show run as part of the In Residence on Broadway series. Over 7,000 patrons attended her show.





Retail Update

Opened & Coming Soon



OPENED

COMING SOON

- Food + Beverage
- Retail
- Entertainment
- Hotel
- Other

This month, we celebrated the opening of **three** new restaurants. **Nine** additional restaurants are expected to open in Times Square in the next several months, offering everything from ramen to burgers and Japanese cheesecake to Krispy Kreme donuts.