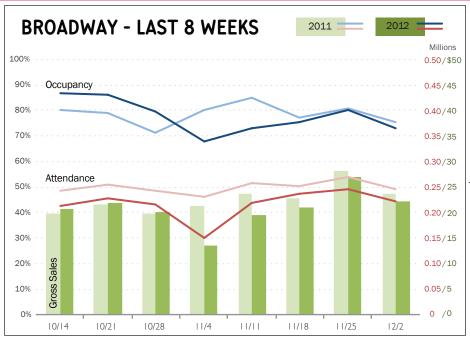
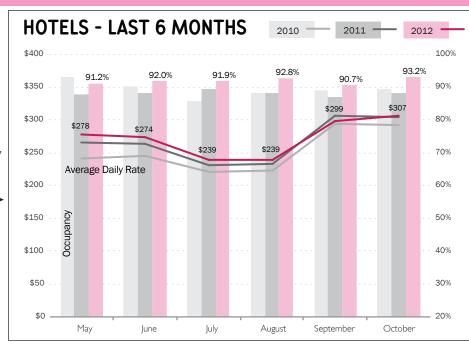
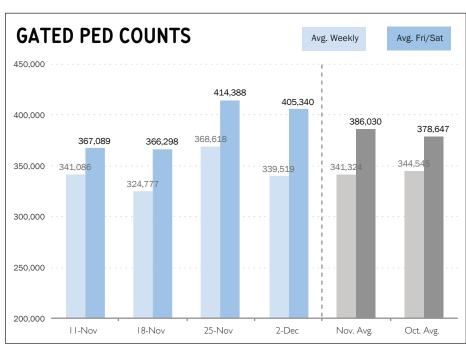
## TIMES SQUARE - NOVEMBER KEY INDICATORS REPORT



Broadway had a weak month, lagging 2011 in attendance by 181,000 and gross sales by \$30.1 million. Some of this was attributable to Hurricane Sandy, but even over the past two weeks 2012 still trailed in both categories. Hopefully this trend will reverse in December, Broadway's busiest month.

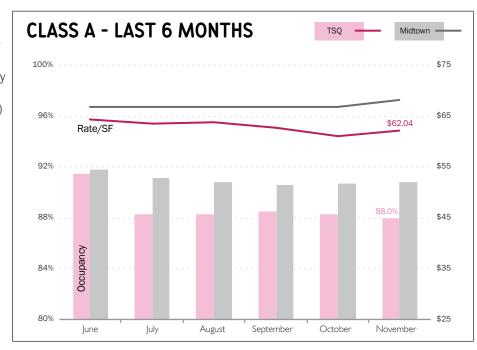
Hotels were strong again in October, topping 2011 and 2010 in both occupancy and Average Daily Rate. 93.2% occupancy was the 2nd-highest for any month dating back to January 2004.





Pedestrian counts dropped 1.0% from Oct. to Nov. – in part due to fallout from Sandy at the beginning of the month – but weekend crowds grew by 1.9% as the holiday season began. Black Friday (the 23rd) was the month's busiest day, with 431,000 pedestrians entering the Bowtie.

Real Estate had a mixed
November, as occupancy
dropped for the third straight
month while asking rates saw
a 1.7% bump. Unfortunately
the district didn't keep pace
with the Midtown market,
which saw a 2.1% bump.



## **NOVEMBER 2012 RETAIL/OFFICE MAP**

