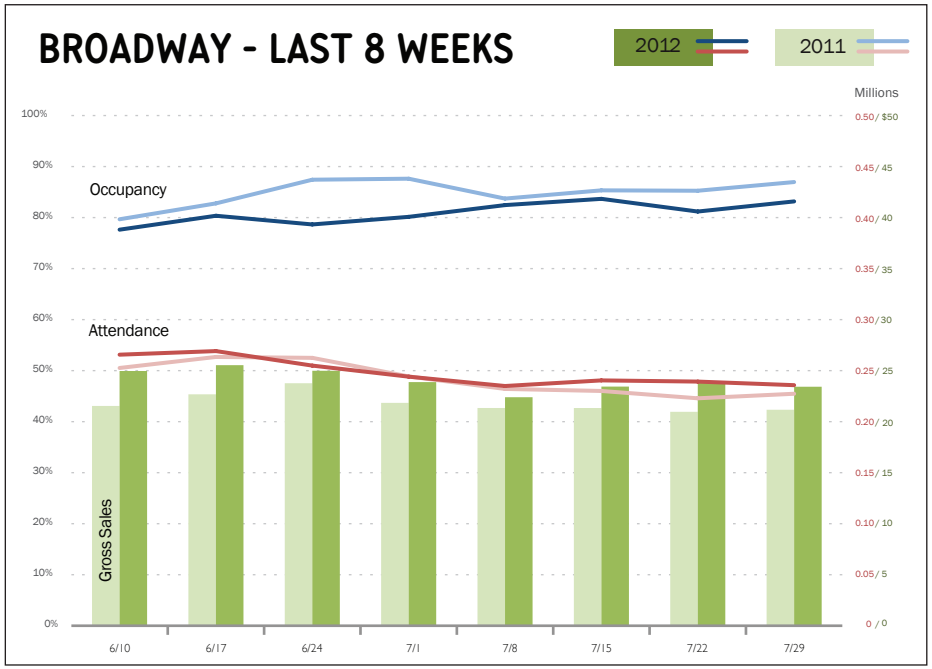
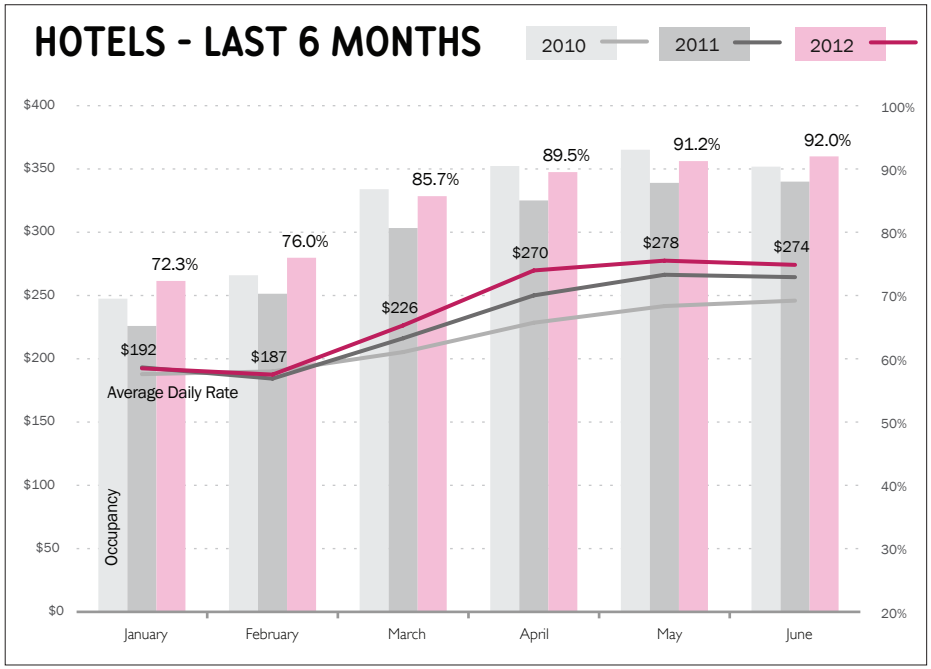
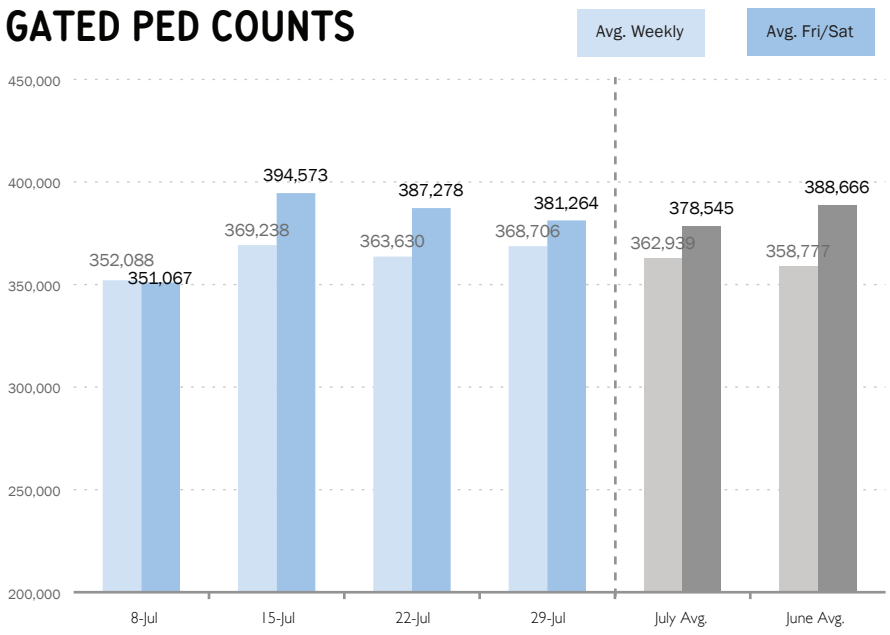
TIMES SQUARE - JULY KEY INDICATORS REPORT



Broadway beats 2011 in gross sales by $17.8 million over the last 8 weeks, while attendance and occupancy remain steady. An average of 28 shows were open each week in July compared to just 25 last year.

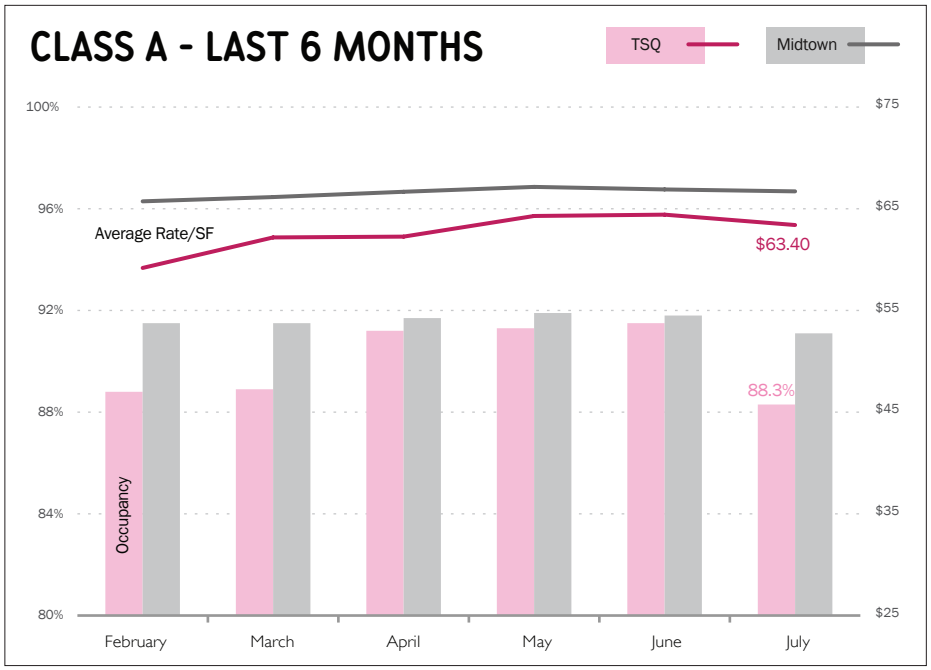
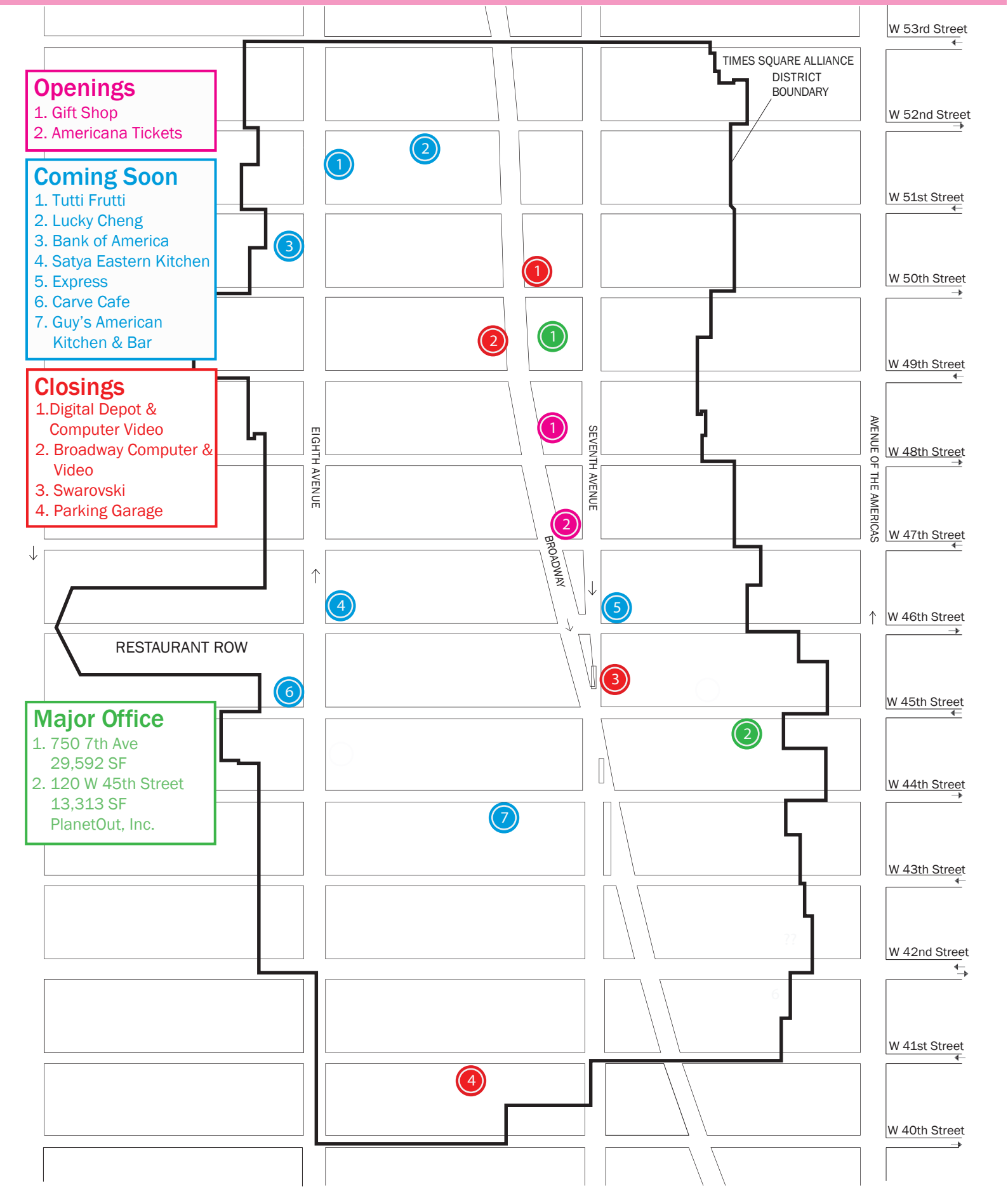
Hotels set a June record for occupany at 92.0% (dating back to 2003) -- the fourth highest figure for any month over the last 9 years. Average daily rate sees a seasonal decline of just 1.2% from June to July compared to a 3.4% drop for Manhattan overall.





Pedestrian counts increase by just 1.2% in July, compared to 3.2% growth last month. A dearth of holidays and major events, in addition to high temperatures, lead to a 2.7% decline in Friday/Saturday counts compared to June. Monthly high is 414,000 peds, hit on July 21st.

Real Estate has a weak July, as occupancy falls 3.2% from June and Rate/SF sees a 1.6% decline. Midtown sees a similar trend, but the gap in rate between the markets increases for the first time since March.



JULY 2012 RETAIL/OFFICE MAP