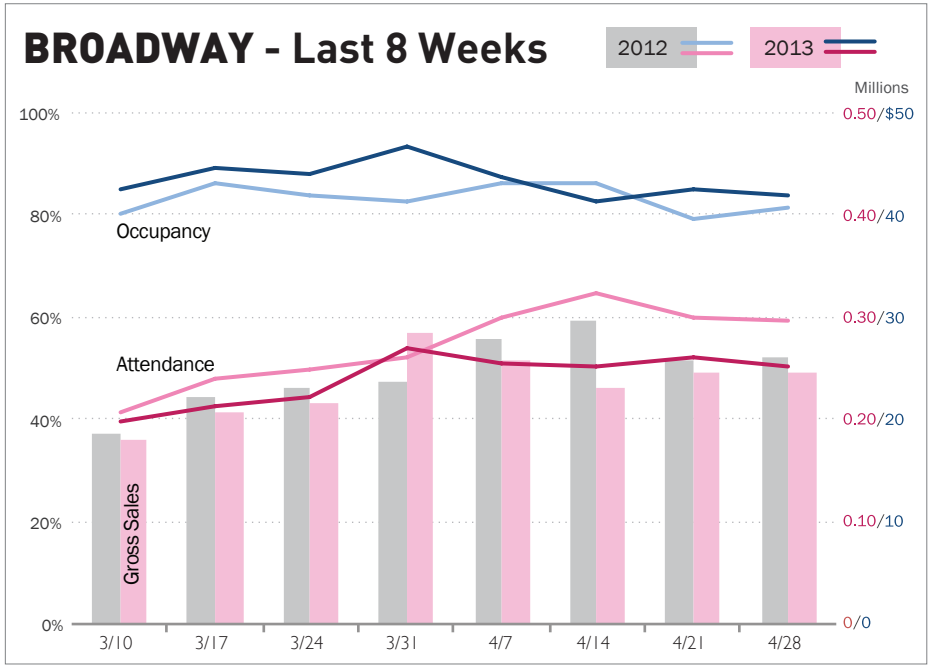
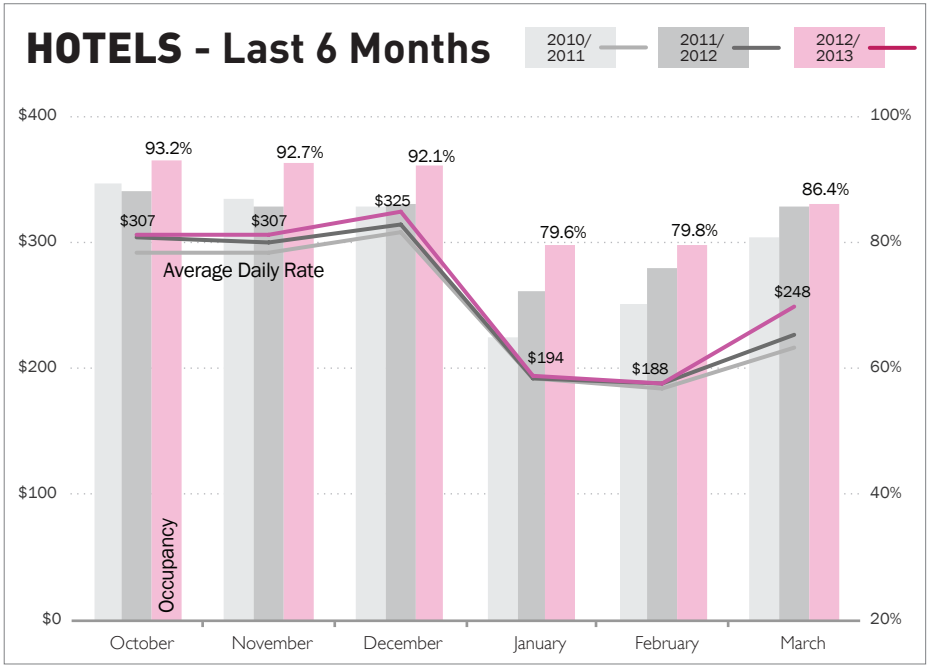
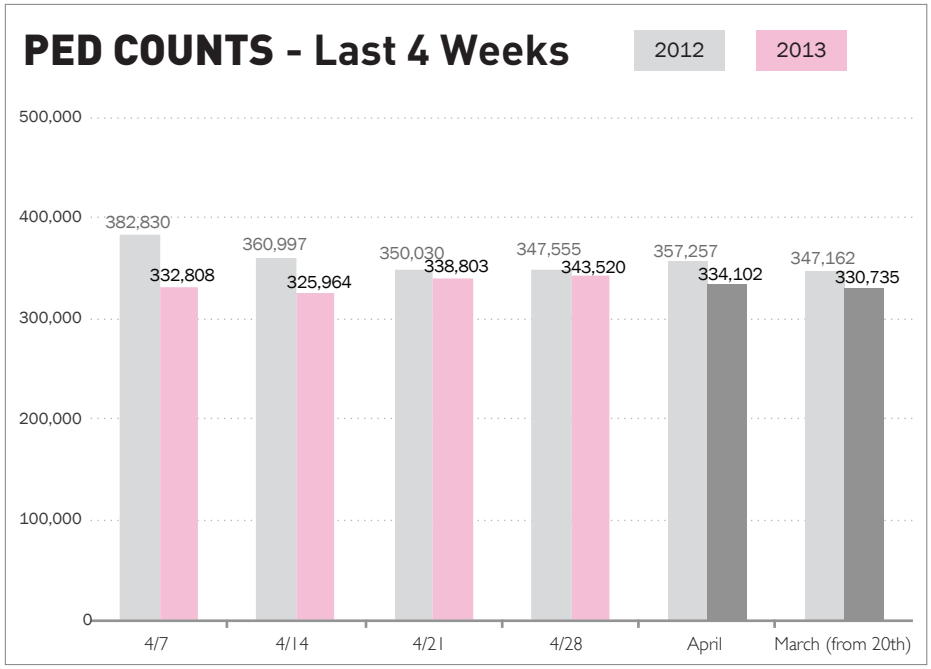
TIMES SQUARE - April 2013 Key Indicators



Broadway had a less active April with just 32 out of 40 theaters putting up productions, compared to 39 in 2012. As a result, attendance was down 2 million and gross sales were down $11.3 million for the month. Occupancy was steady.

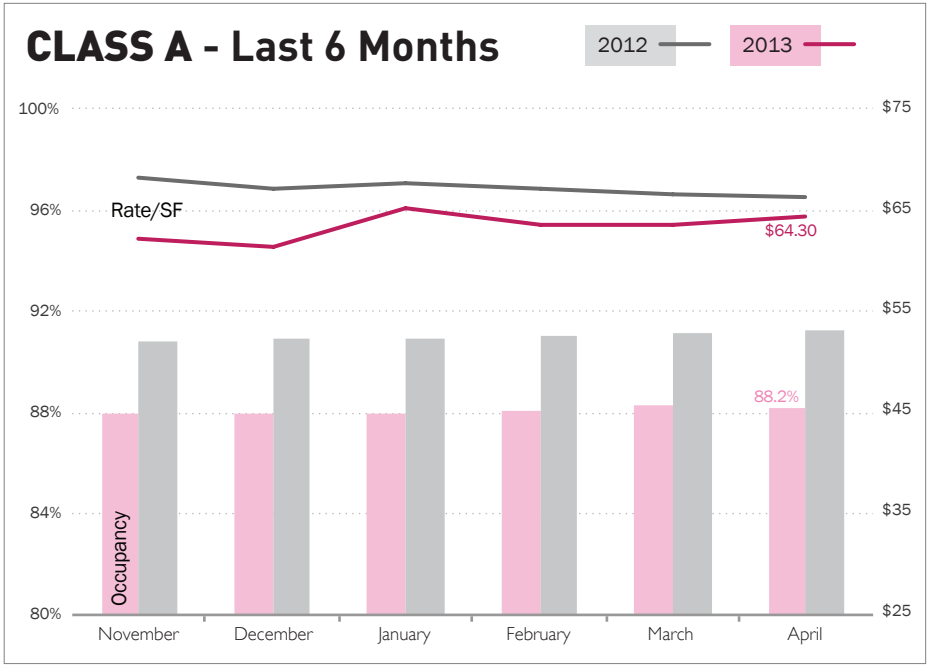
Hotel occupancy matched March 2012, but average daily rates were 10% higher. Since occupancy has been strong since the holiday season, this may be a sign that rates are responding to hotel demand beyond the district's current hotel capacity.





Pedestrian rose 6.3% from March to April (full month) as the movement towards summer crowds continued. It's likely that an unseasonably cold April led to a year-to-year drop of 6.5%, in line with the 4.7% drop seen in March (measured from the 20th onward).

Real Estate saw a slight (1.1%) bump in asking rates, while the Midtown market fell by a half point.



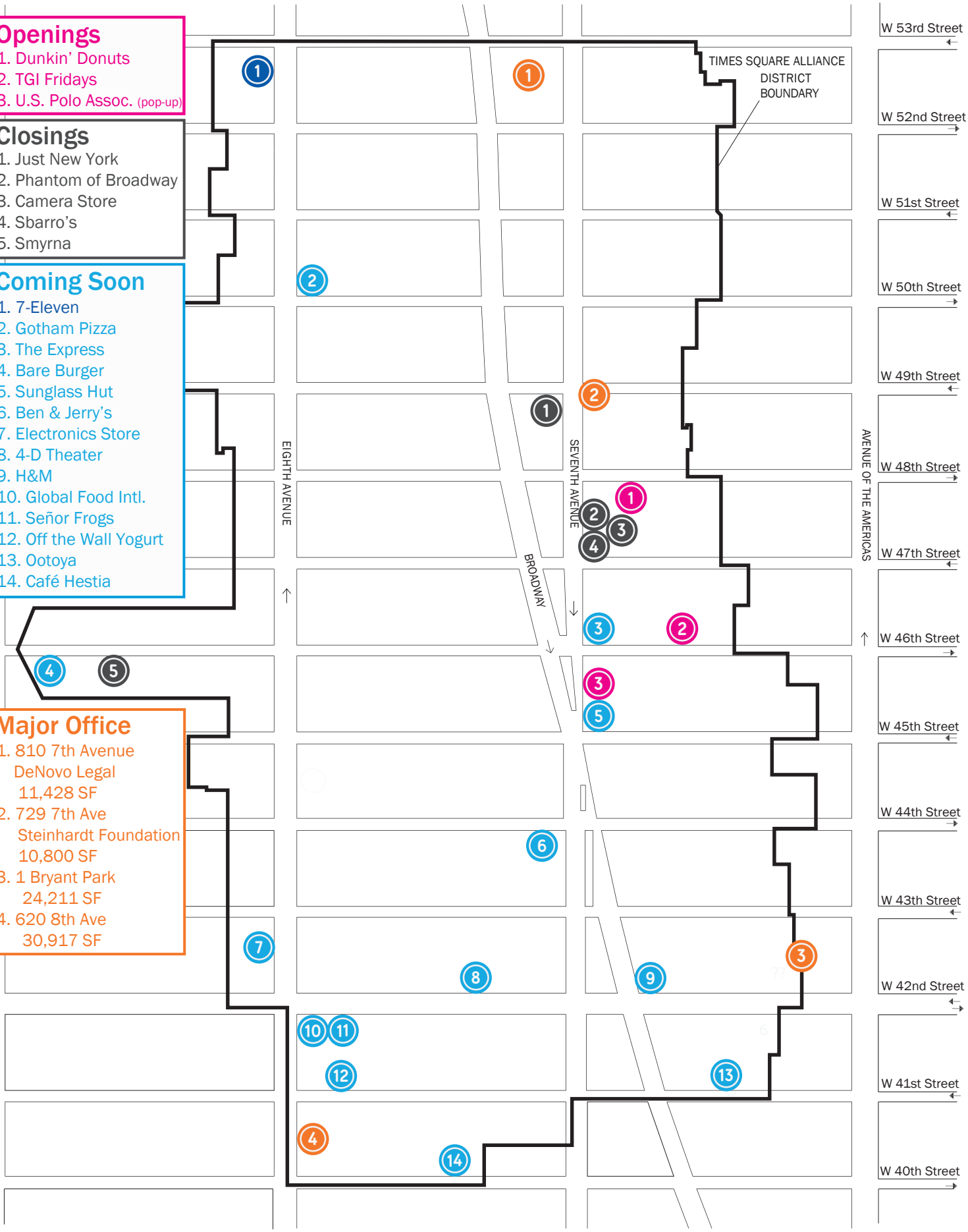
RETAIL/OFFICE MAP - April 2013

Openings
1. Dunkin' Donuts
2. TGI Fridays
3. U.S. Polo Assoc. (pop-up)

Closings
1. Just New York
2. Phantom of Broadway
3. Camera Store
4. Sbarro's
5. Smyrna

Coming Soon
1. 7-Eleven
2. Gotham Pizza
3. The Express
4. Bare Burger
5. Sunglass Hut
6. Ben & Jerry's
7. Electronics Store
8. 4-D Theater
9. H&M
10. Global Food Intl.
11. Señor Frogs
12. Off the Wall Yogurt
13. Ootoya
14. Café Hestia

Major Office
1. 810 7th Avenue
   DeNovo Legal
   11,428 SF
2. 729 7th Ave
   Steinhardt Foundation
   10,800 SF
3. 1 Bryant Park
   24,211 SF
4. 620 8th Ave
   30,917 SF



Recent additions to "Coming Soon" in darker blue