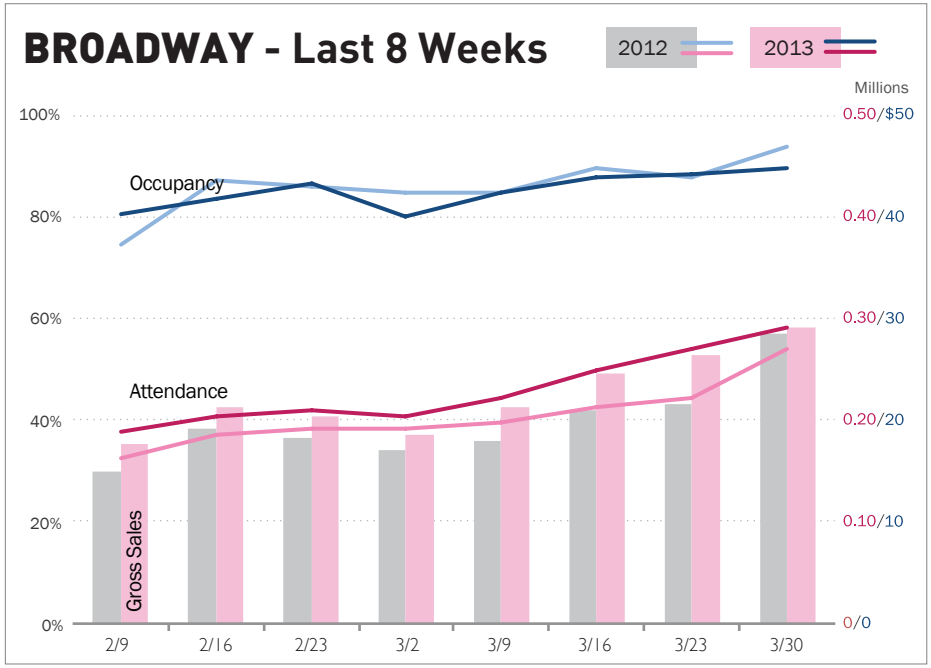
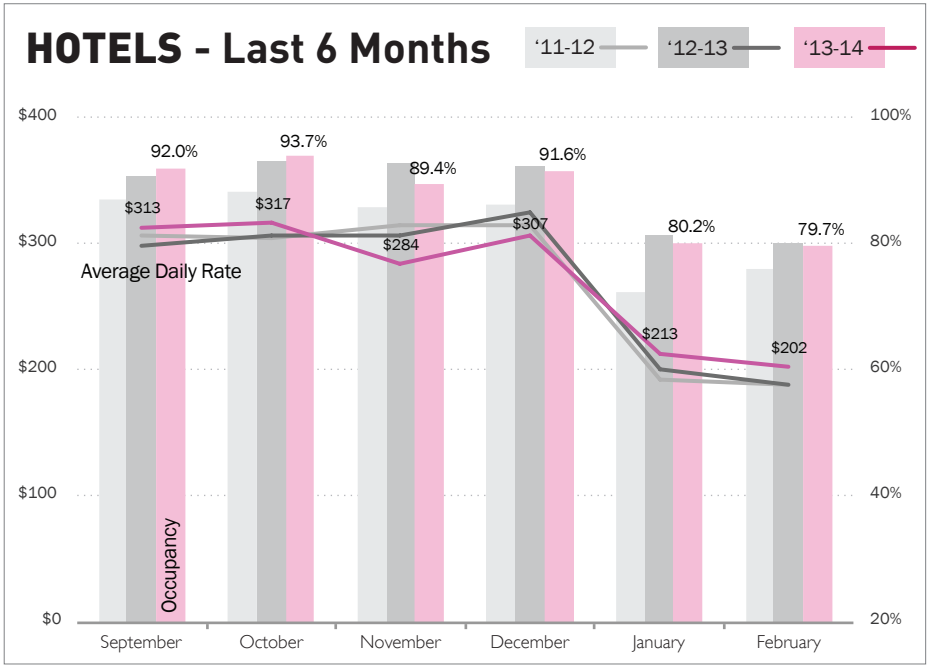
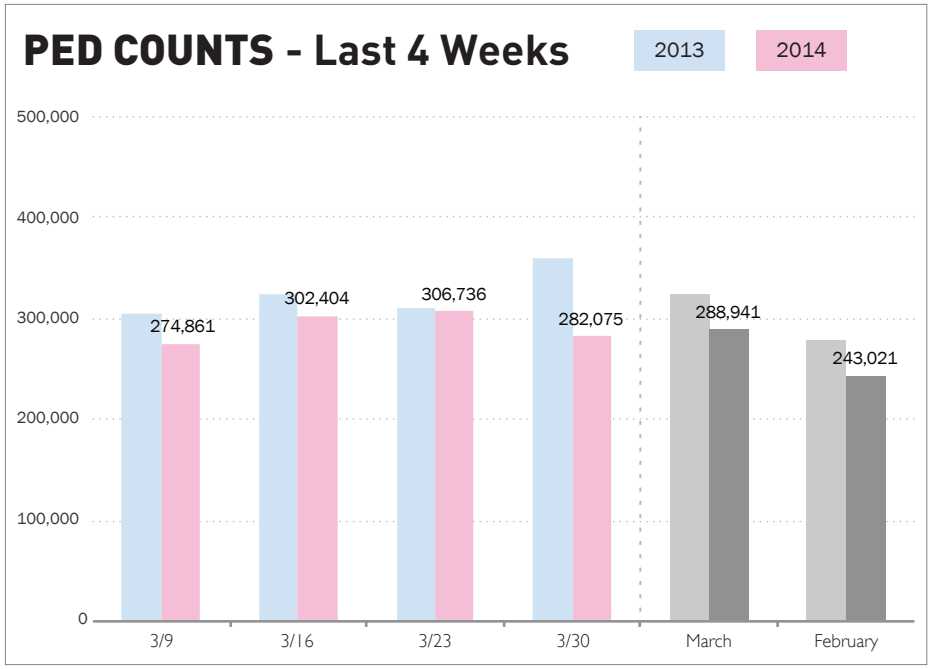
# TIMES SQUARE - March 2014 Key Indicators




**Broadway** continued its strong start to 2014. With 35 shows open by the end of the month, March '14 beat out March '13 by 129,000 in attendance and $12.2 million in gross sales.

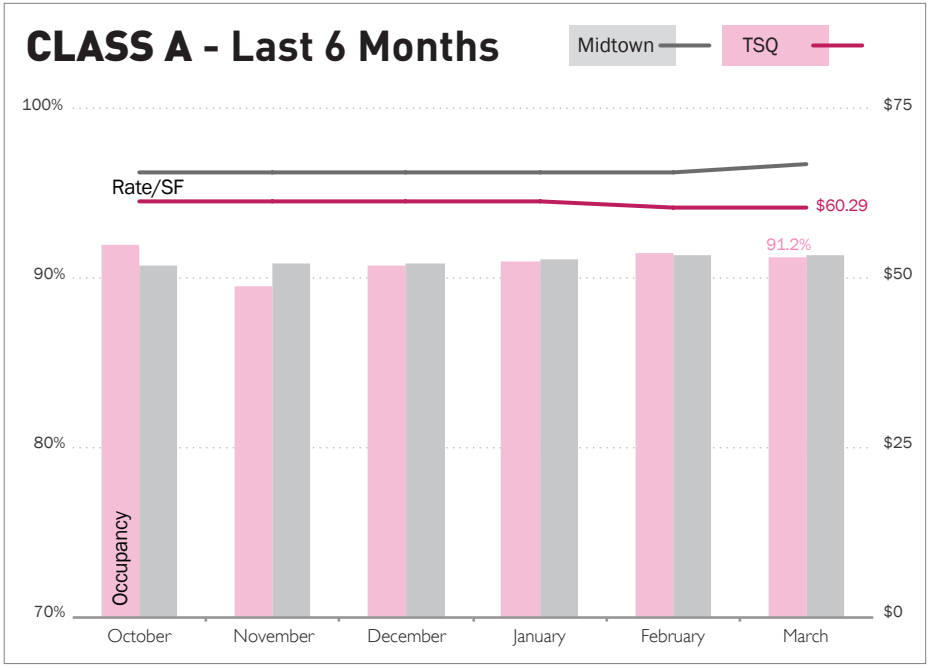
**Hotels** had a strong February, seeing a 7.7% year-over-year increase in average daily rate alongside stable occupany.




**Pedestrian** counts have begun to ramp back up in the warm weather, with March seeing a 19% pedestrian increase over February. Counts for the month still trailed March 2013 by 11%, as construction continues.

**Real Estate** remained flat in March, still a typically slow time for the market.

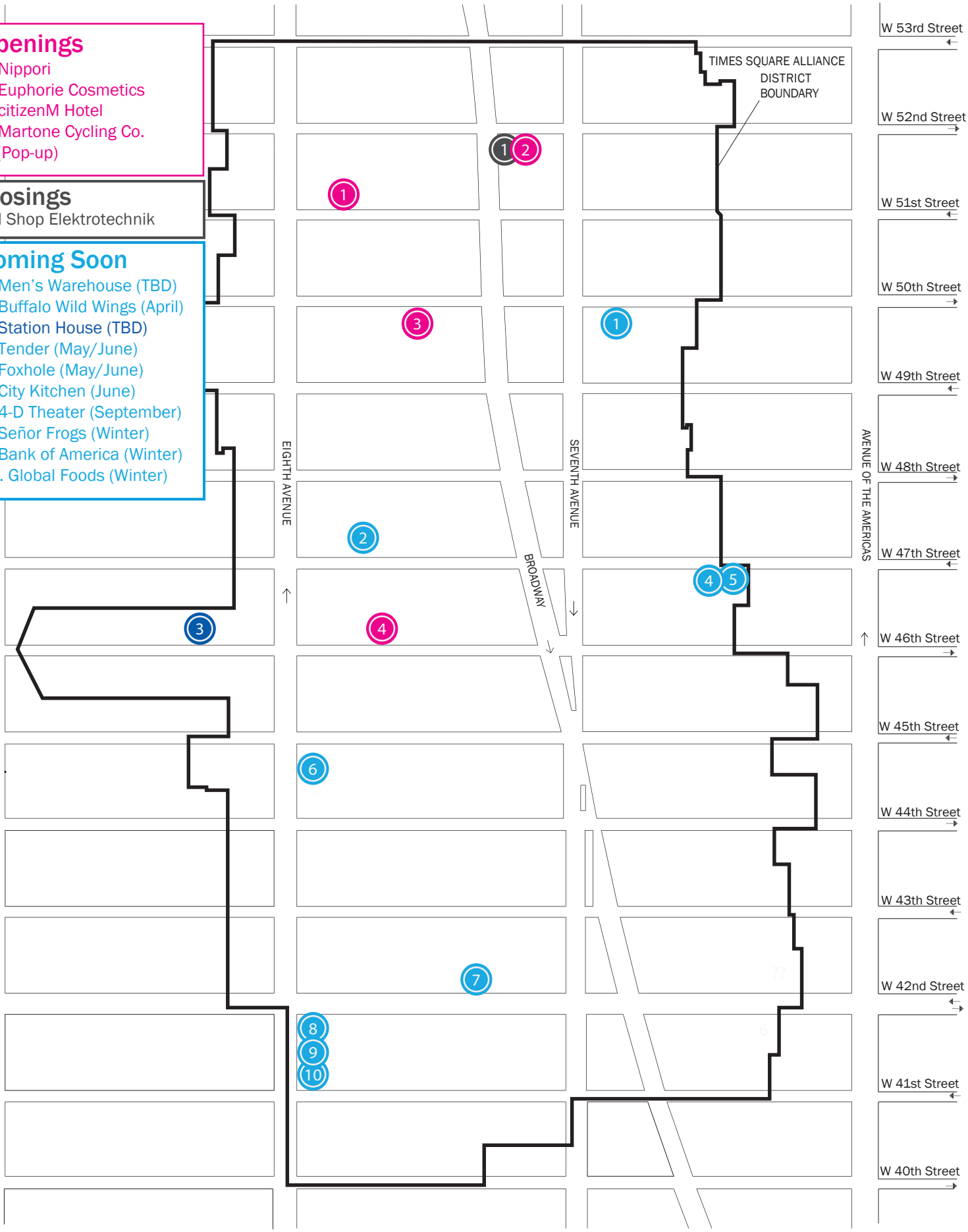


# RETAIL/OFFICE MAP - March 2014

## Openings
1. Nippori
2. Euphorie Cosmetics
3. citizenM Hotel
4. Martone Cycling Co. (Pop-up)

## Closings
1. I Shop Elektrotechnik

## Coming Soon
1. Men's Warehouse (TBD)
2. Buffalo Wild Wings (April)
3. Station House (TBD)
4. Tender (May/June)
5. Foxhole (May/June)
6. City Kitchen (June)
7. 4-D Theater (September)
8. Señor Frogs (Winter)
9. Bank of America (Winter)
10. Global Foods (Winter)




Recent additions to "Coming Soon" in darker blue