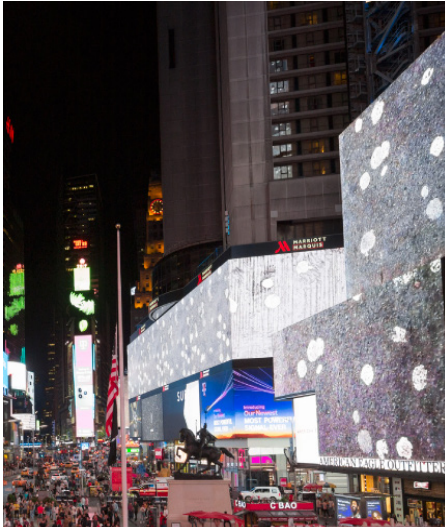




# October By the Numbers

## Monthly Key Economic Indicators



*Chewing Gum* by artist Christian Marclay was displayed on electronic billboards throughout Times Square as October's Midnight Moment.



**\$133,940,130**  
Gross Broadway ticket sales



**360,168**  
Average daily pedestrian count in Times Square



**159,944**  
Total SF leased in Times Square



**4 new stores**  
Opened in Times Square



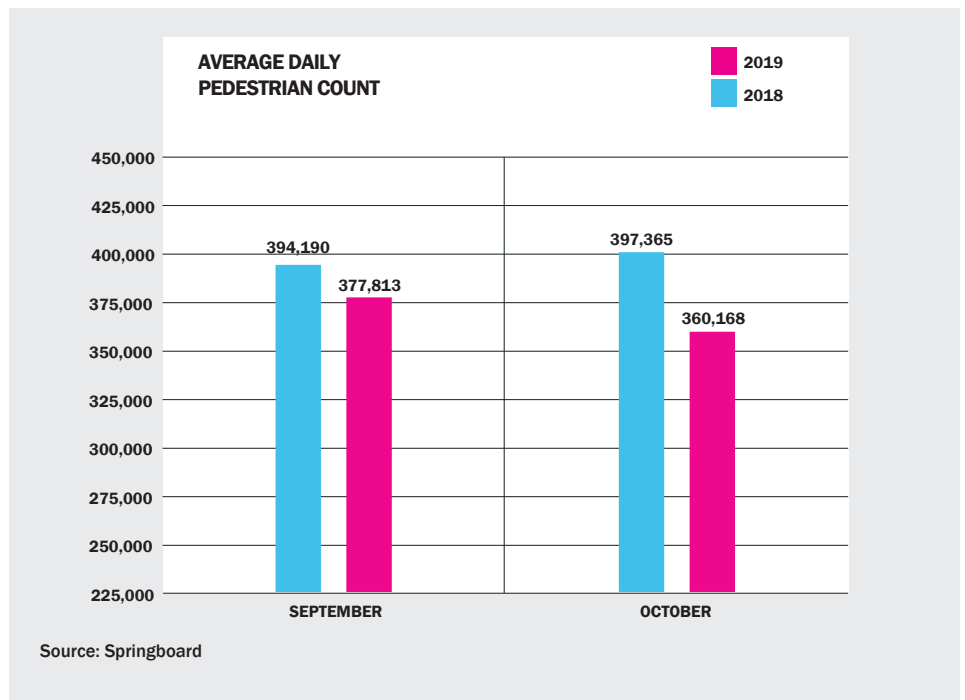
## Average Daily Visitors

### Pedestrian Count

Pedestrian counts fell slightly between September and October.

In October 2019, the average daily pedestrian count was **360,168**, a **9.4%** decrease from October 2018. This decline is likely due to the cooler temperatures and increased rainfall this month.

Pedestrian counts reached their peak on Friday, October 11 at **404,440** people.



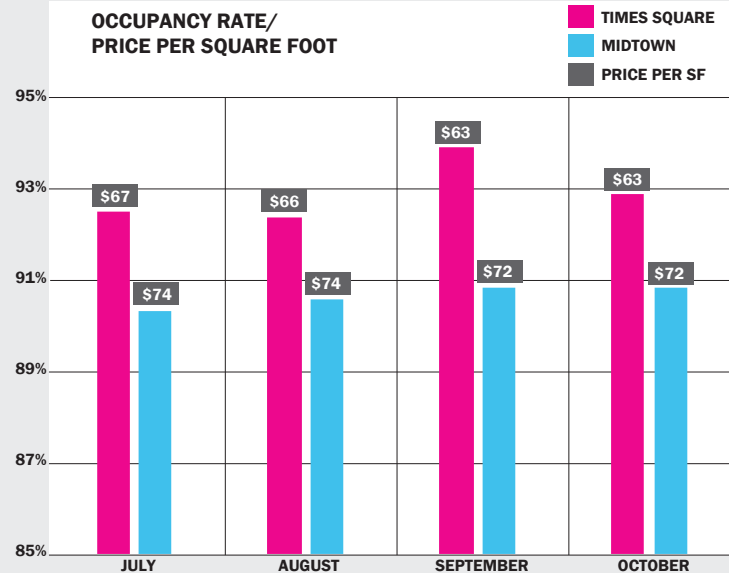


# Commercial Real Estate

## Class A

In October, Times Square Class A commercial office occupancy rate fell slightly from September to **93%**, while remaining **higher** than Midtown's rate of **91%**.

Thus far, fourth quarter price per square foot in Times Square has been a bit lower than the third quarter rate, at **\$63** per square foot. Price per square foot has also declined for the Midtown submarket.



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.

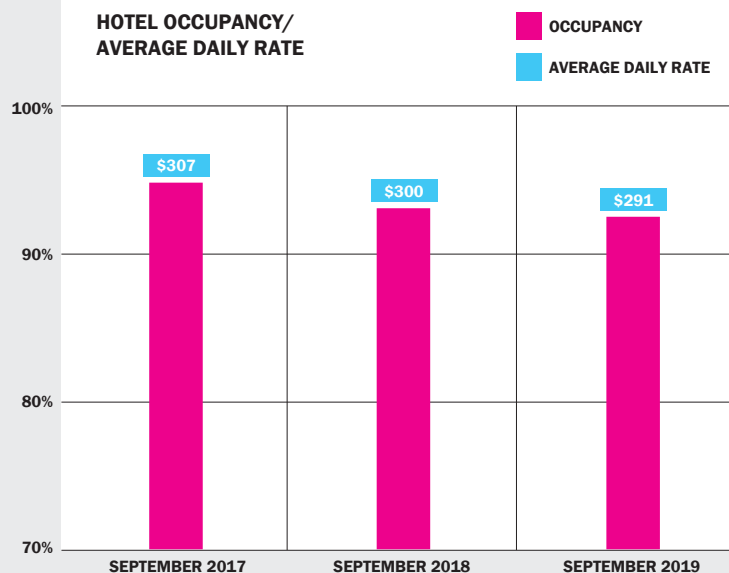


# Hotels

## Rates & Occupancy

In September, average daily room rates in Times Square fell by **2.9%** from 2018 to **\$291**. Average daily rates in the Midtown and Manhattan submarkets declined by 1.2% and 1.7% respectively.

Occupancy rates in all markets were consistent with 2018. However, Times Square's occupancy rate of **92.5%** continues to exceed those of the Midtown and Manhattan submarkets, with occupancy rates of 90.7% and 90.2% respectively.



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.

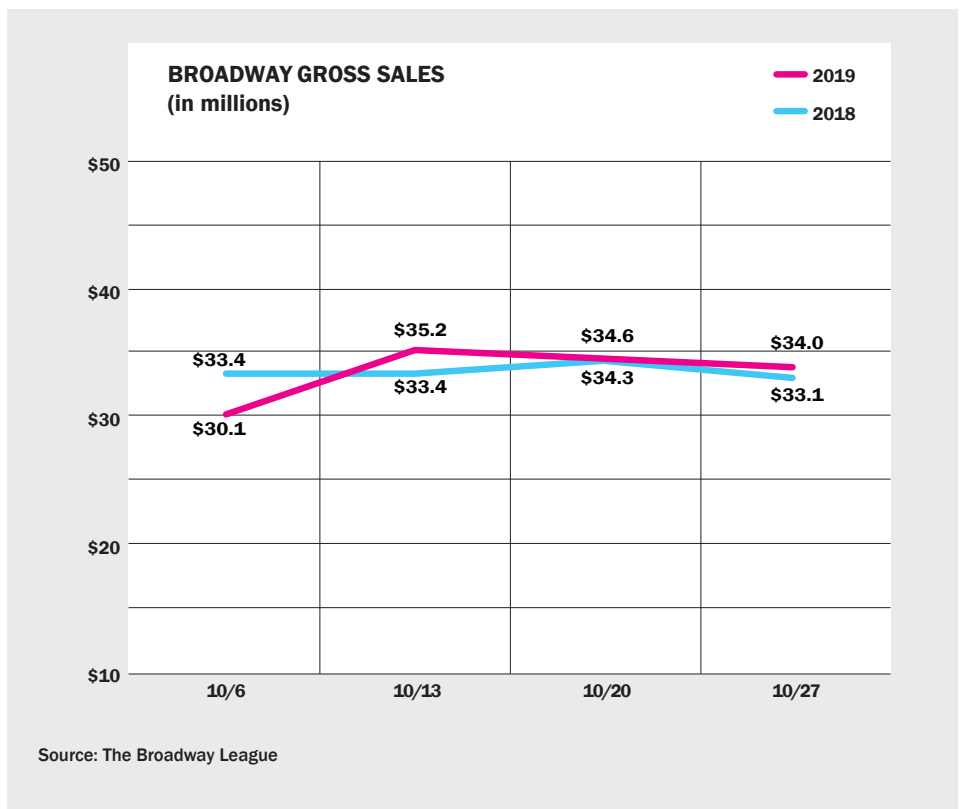
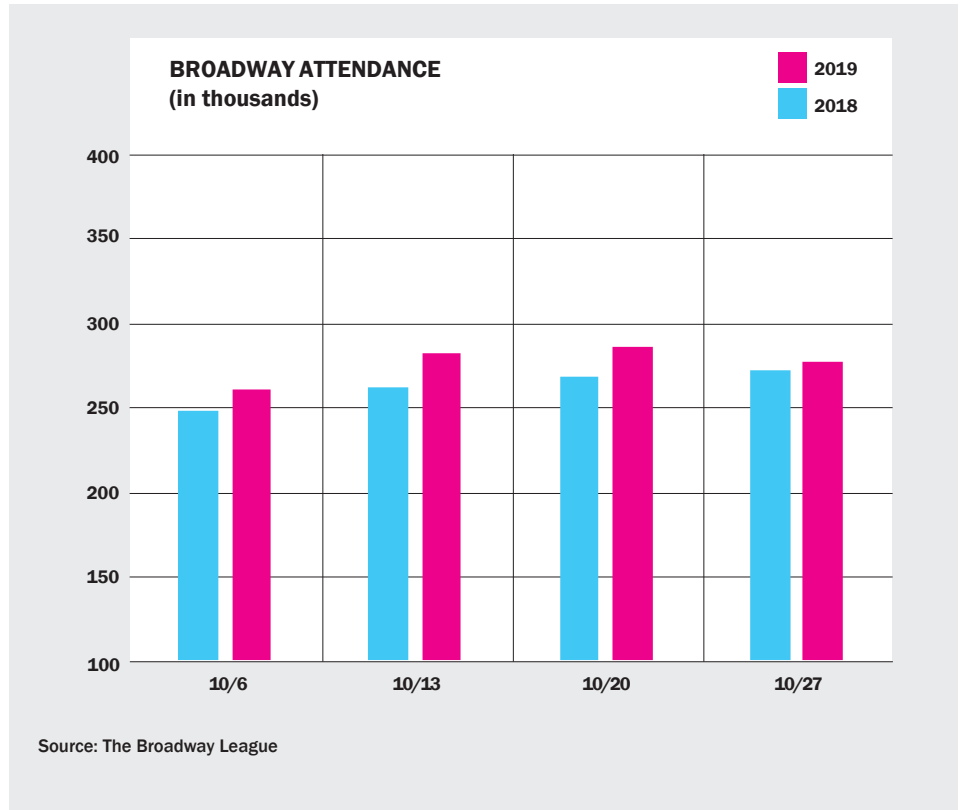
# Broadway

## Attendance & Gross Sales

In October, Broadway ticket sales remained stable at an average of **\$33.5 million** per week. This month, average weekly attendance exceeded October 2018 by **5.3%**.

In total, **34** Broadway shows played this month. *The Sound Inside* opened this month, and *Tina- the Tina Turner Musical* began previews before its official opening on November 7.

Adam Rapp's *The Sound Inside* starring Will Hochman and Mary-Louise Parker opened on October 17 at Studio 54.





# Retail Update

## Opened & Coming Soon



OPENED

COMING SOON

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

This month, we celebrated the opening of four stores and eateries, including **Friedman's Kitchen & Bar** at 233 W 49th Street and **Apes & Peacocks** at 1675 Broadway. In the coming months, we look forward to the opening of **eight** new food and retail shops.