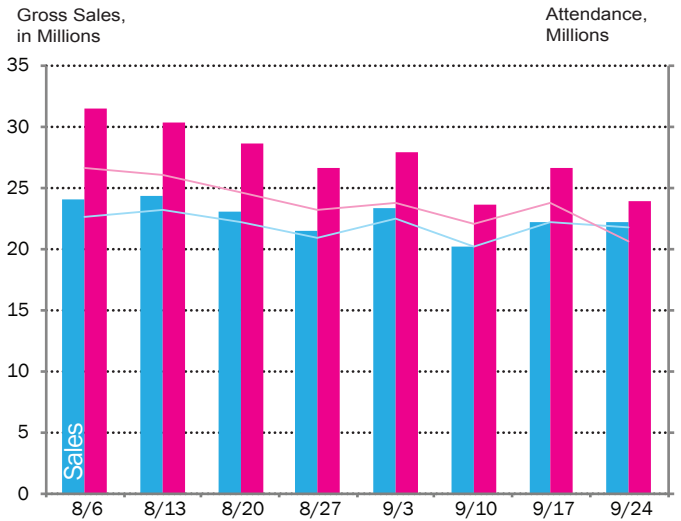


# Times Square

## September 2017 Key Indicators

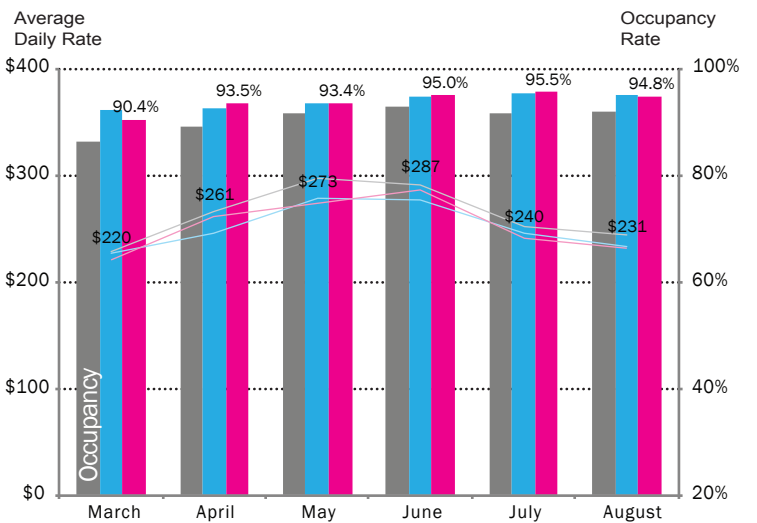
### BROADWAY Last 8 Weeks



Despite seasonal trends, Broadway sales and attendance were very strong in September relative to last year.

Source: The Broadway League

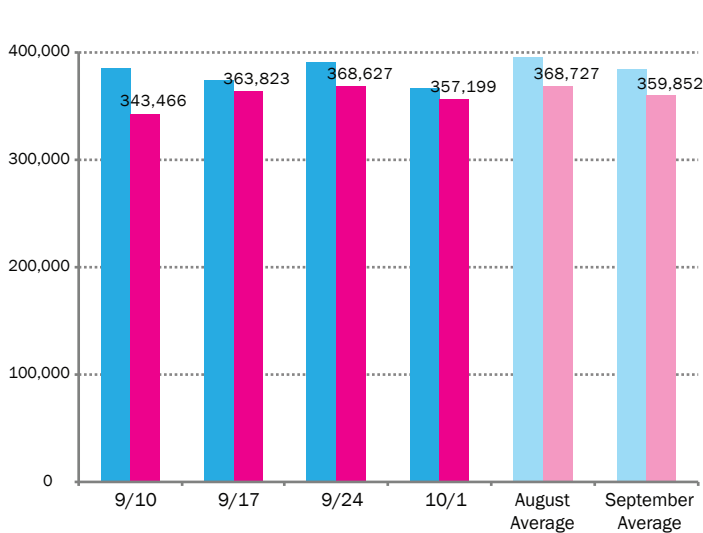
### HOTELS Last 6 Months



Times Square hotels continue to maintain some of the highest occupancy rates in the city. Average daily rates are on par with those of last year and have nearly caught up to 2015 levels. Additionally, Times Square revenue per room continues to exceed that of Midtown hotels.

Source: STR

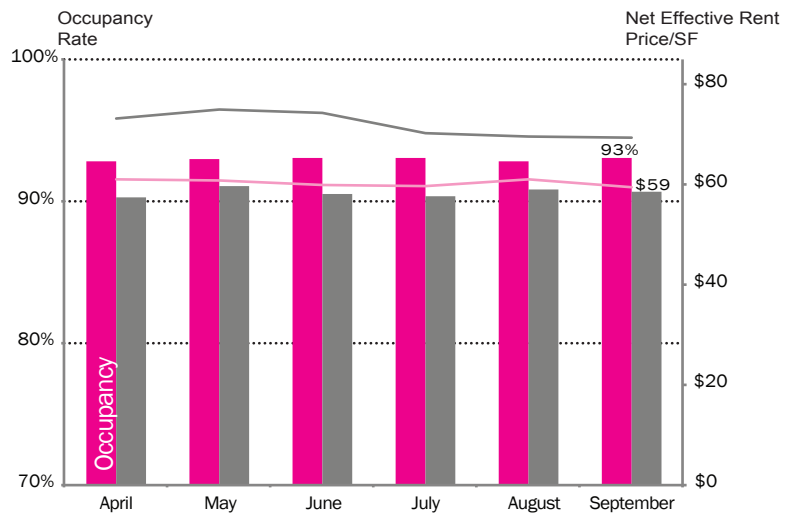
### PED COUNTS Last 4 Weeks



September's average daily pedestrian count is down slightly compared to August and this time last year. This month, Times Square reached a peak daily count of 384,503 people on Friday, September 22.

Source: Springboard

### CLASS A Last 6 Months



Times Square Class A occupancy rates and average price per square foot remained stable this month at 93% and \$59/SF, respectively. \*

Source: CoStar, Compstak

\*Beginning in December 2016, the Alliance changed their methodology calculating Class A commercial rents. The reported number is now a six-month moving average of net effective rents.

## MAJOR OFFICE

1. 810 Seventh Avenue  
Hoplite  
2,500 SF
2. 1633 Broadway  
Clinton Foundation  
36,393 SF
3. 1500 Broadway  
Jerich USA  
2,500 SF
4. 130 W 42nd Street  
MM LaFleur  
5,088 SF
5. 9 Times Square  
Knotel  
26,340 SF

## OPENINGS

1. Ground Central Coffee
2. Verizon
3. e.l.f
4. Bond 45
5. Val Cafe
6. National Geographic Encounter: Ocean Odyssey

## COMING SOON

1. Sprint
2. Knickerbocker Social
3. Princi Bakery
4. CVS
5. Grab n Go Shoppe
6. Opry City Stage
7. NFL Times Square
8. Hershey's Chocolate World
9. Friedman's Cafe
10. Swarovski
11. Kuni's Ikinari Steak
12. Hold Fast
13. Sephora
14. Kiko Milano
15. Starbucks
16. Old Navy
17. GAP
18. American Market by Todd English
19. Lionsgate Entertainment City
20. Bluestone Lane Coffee
21. Poke Signature

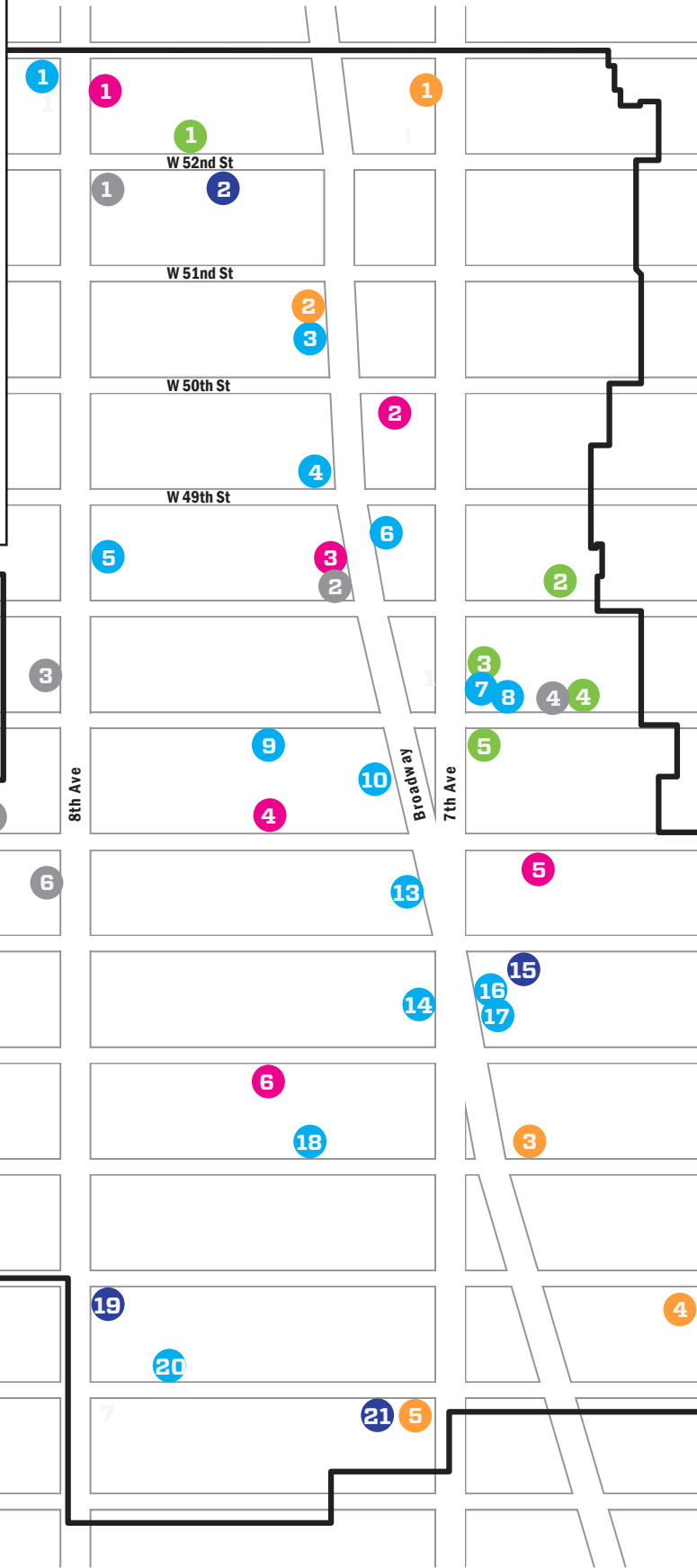
## CLOSINGS

1. Santander Bank
2. Hershey's Times Square
3. Open Loop New York
4. Maple
5. Bistecca Fiorentina
6. Brooklyn Ball Factory

## IN DEVELOPMENT

(A new building under construction)

1. Midtown Tower (2017)
2. Hard Rock Hotel (2019)
3. Marriott Edition (2017)
4. Riu Hotel (2020)
5. DoubleTree Hotel/Palace Theatre (TBD)



Dark Blue icons indicate a new "Coming Soon" to the map.