



2018 By the Numbers

Annual Key Economic Indicators



43 new stores

Opened in Times Square



14.4 million

Broadway Tickets Sold



379,496

Average Daily Visitors to Times Square



1,014,766

Total SF Leased in Times Square



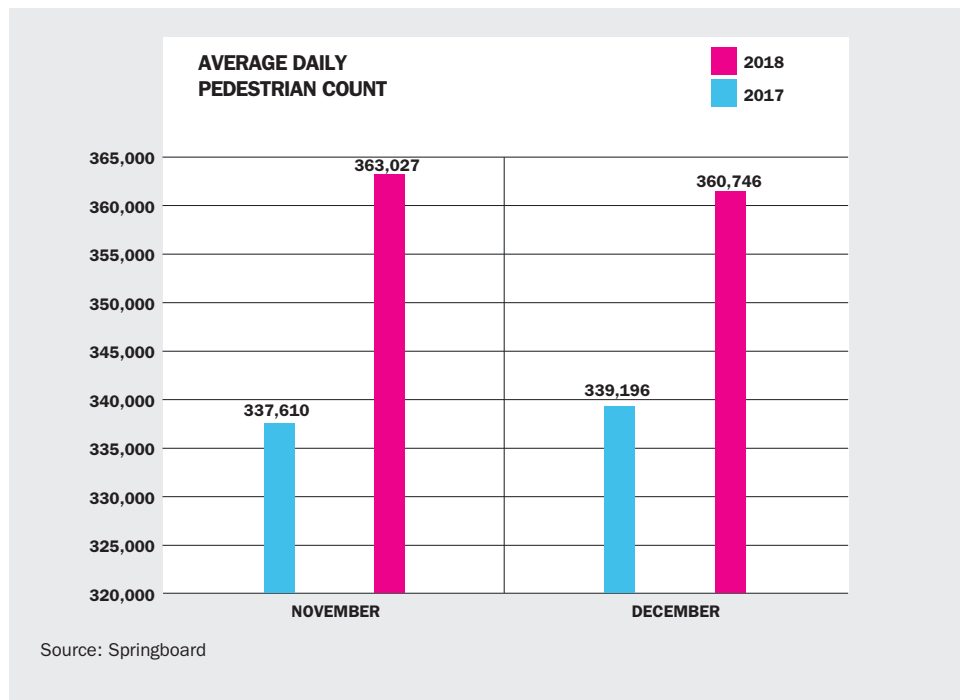
Average Daily Visitors

Pedestrian Count

In December, the average daily pedestrian count was **360,746**, exceeding that of December 2017 by **8.0%**.

In 2018, pedestrian counts in Times Square were up **10.9%** this year compared to 2017.

This month, Times Square Reached a peak daily count of **458,303** people on Saturday, December 22.





Commercial Real Estate

Class A

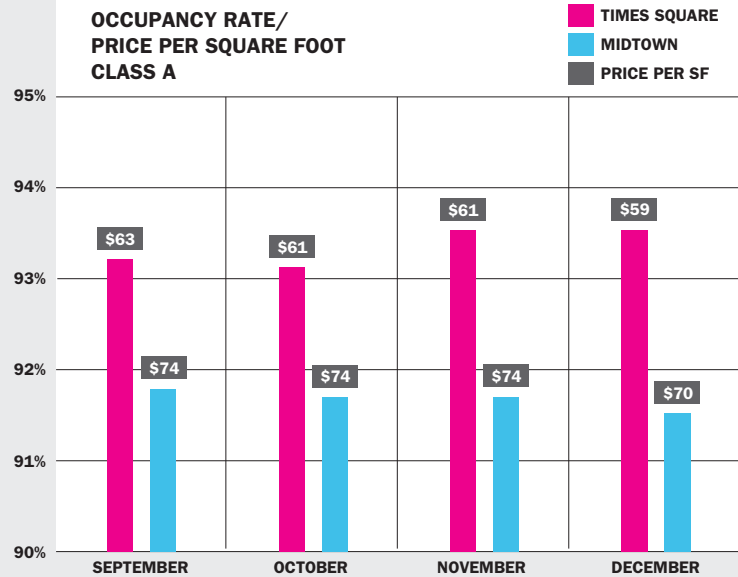
In December, Times Square Class A commercial office occupancy rates remained constant from November 2018 at **93.5%**.

The average price per square foot decreased from \$61 in November to **\$59** in December.

The Class A occupancy rate in Times Square is **higher than Midtown's** average of 91.7%.

Major leases this month include:

- **Resource Global Professionals** – 7 Times Square (28,415 SF)
- **Knotel** – 229 W 43rd St (51,104 SF)



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.



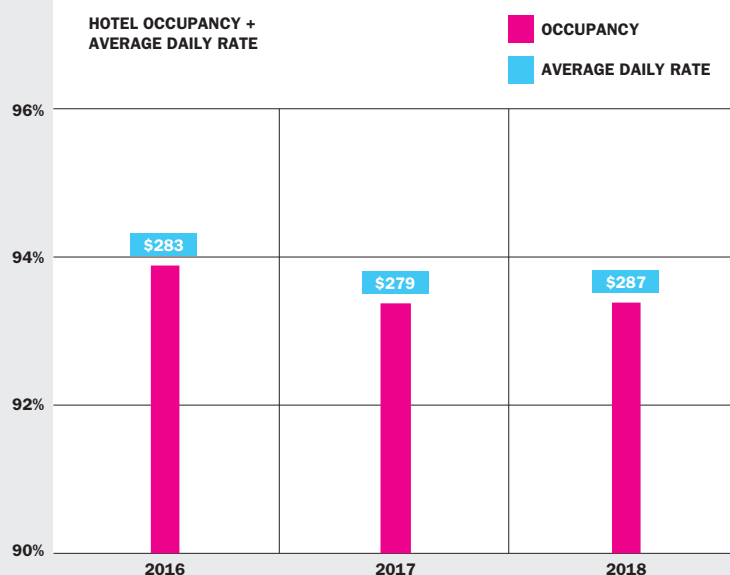
Hotels

Rates & Occupancy

Following seasonal trends, the average daily room rate and the hotel occupancy rate both fell from October to November.

While occupancy has remained constant from 2017 to 2018, November hotel room asking rates are at their **highest in six years**.

Times Square continues to see a **higher hotel occupancy rate** than Midtown (90%) or Manhattan overall (89%).



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

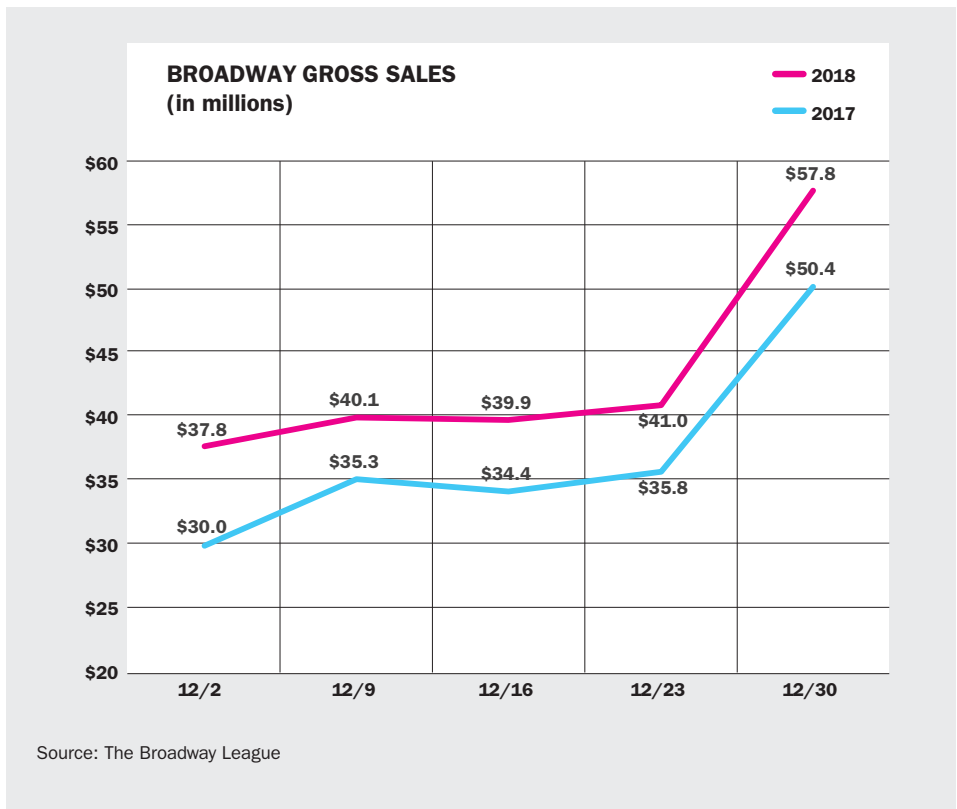
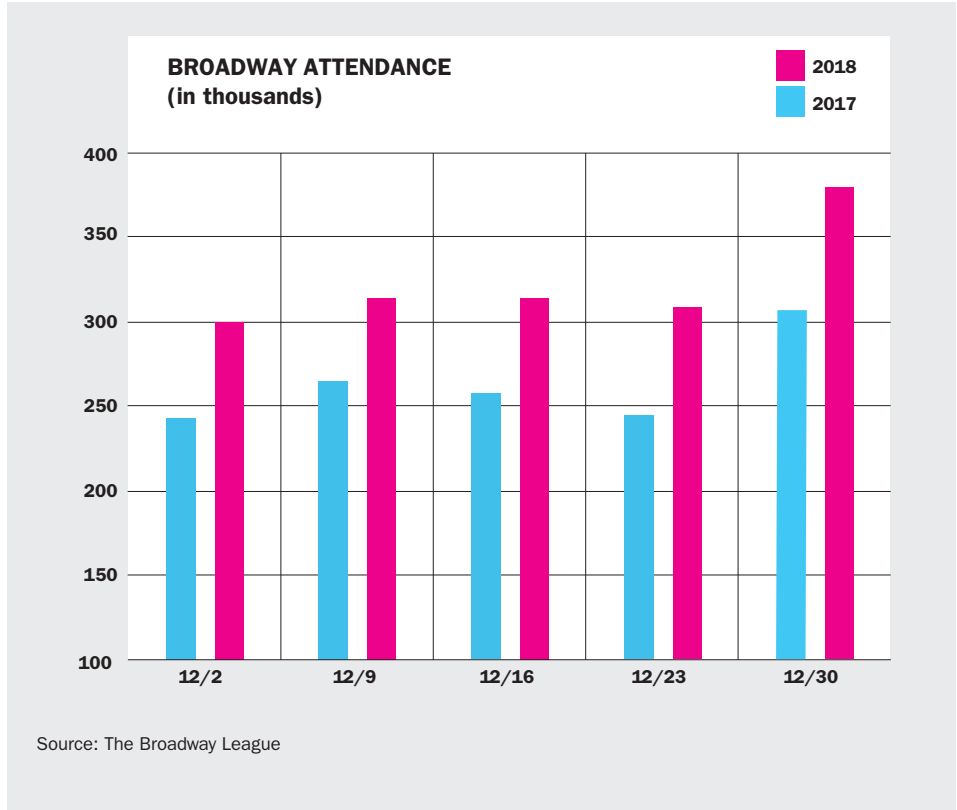
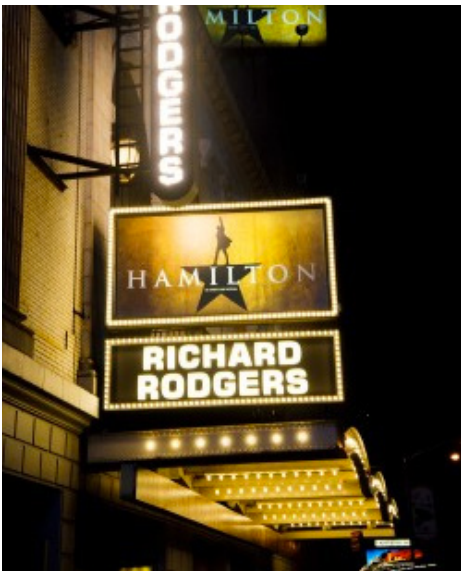
Broadway sales exceeded 2017 levels by more than **\$4.8 million** per week.

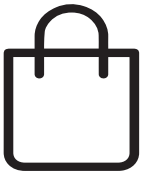
On Average, attendance was up more than **17%** per week this month compared to December 2017, with seven more shows running than in 2017.

The week of December 24 was Broadway's **highest grossing week on record**, with gross sales up more than **\$7.4 million** compared to 2017.

Eight shows earned more than **\$2 million** in the last week of the year, including "Aladdin," "Frozen," and "Wicked."

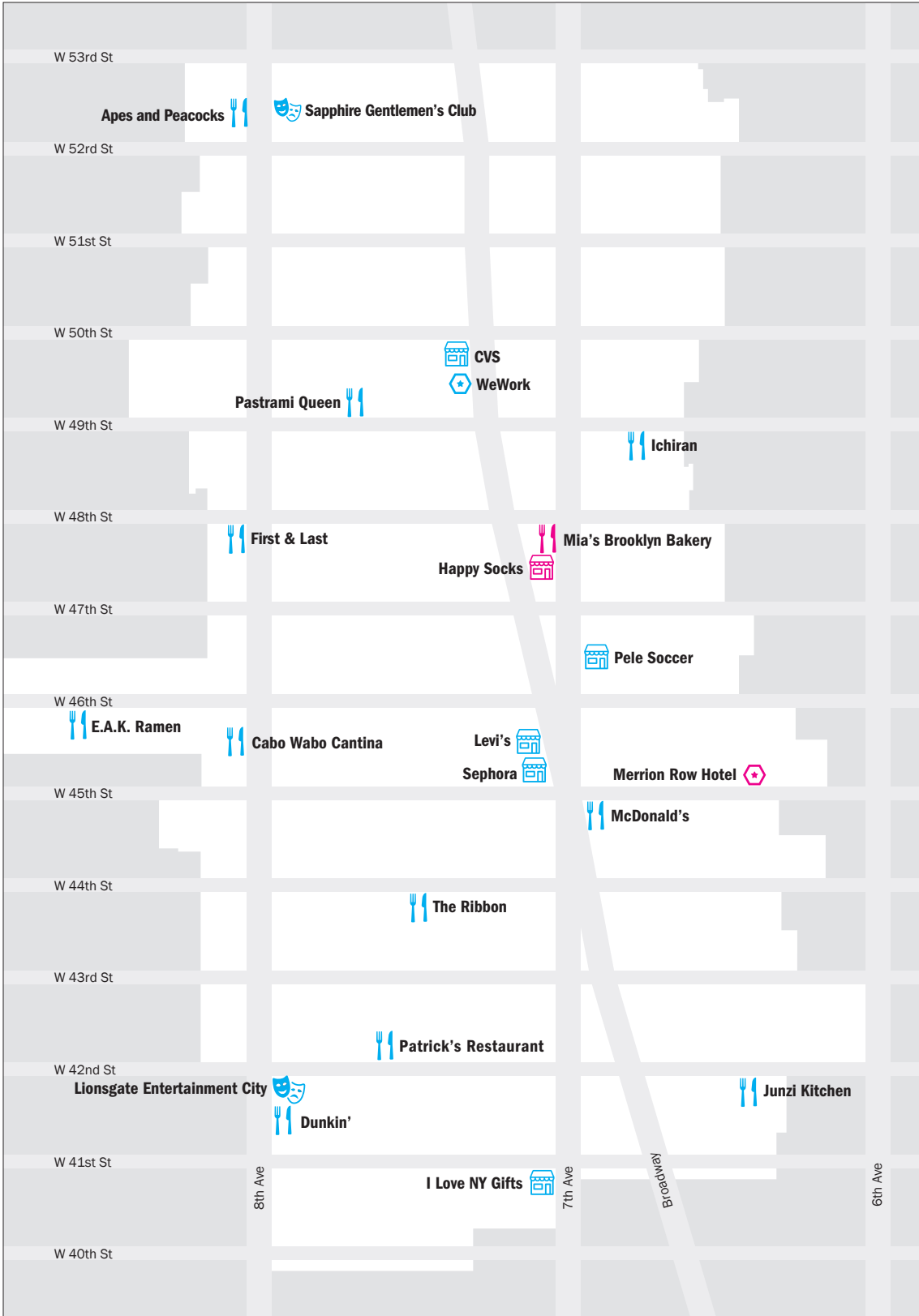
Gross sales from "Hamilton" topped more than \$4 million for the week of 12/24.





Retail Update

Opened & Coming Soon



OPENINGS

COMING SOON

- Food + Beverage
- Retail
- Entertainment
- Other

This month, we celebrated the opening of **Happy Socks** at 1588 Broadway, **Mia's Brooklyn Bakery** at 716 7th Ave, and **Merrion Row Hotel** at 119 W 45th St.

This month, Times Square was sad to say goodbye to the **NFL Experience** at 20 Times Square and **Subway** at 150 W 47th St.