



November By the Numbers

Monthly Key Economic Indicators



1,129,450
Broadway attendees



337,864
Average daily pedestrian count in Times Square



89,206
Total SF leased in Times Square

On November 1, Times Square Alliance unveiled the Show Globes exhibition to pay tribute to the creativity of Broadway designers and the power of live theatre.



3 new stores
Opened in Times Square



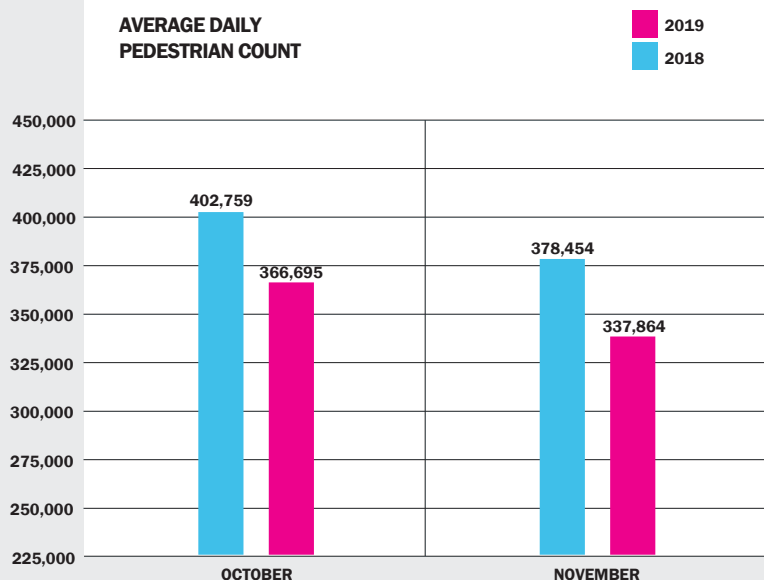
Average Daily Visitors

Pedestrian Count

Pedestrian counts dropped slightly from October to November.

This month, the average daily pedestrian count was **337,864**, a **10.7%** decrease from November 2018.

On Friday, November 1, temperatures and pedestrian counts reached their peaks at 72 degrees and **391,863** people.



Source: Springboard

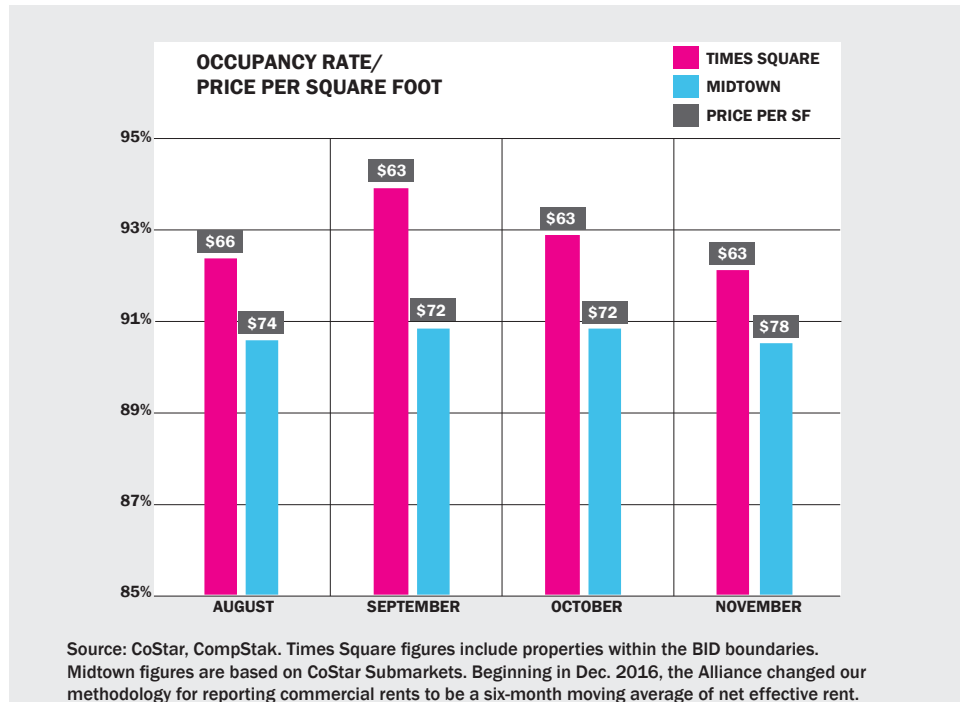


Commercial Real Estate

Class A

In November, the Times Square Class A commercial office occupancy rate dropped slightly from October to **92%**, but remained **higher** than Midtown's rate of **90%**.

Between September and November, Times Square net effective rent remained unchanged at **\$63** per square foot. Net effective rent in Midtown saw a sharp increase this month to **\$78** per square foot.

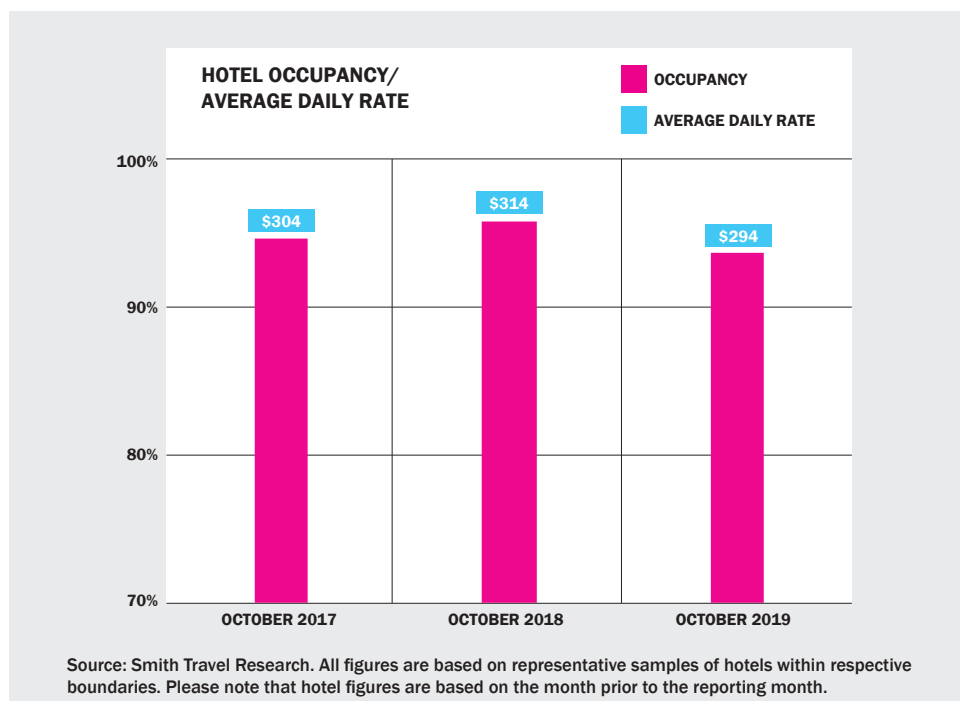


Hotels

Rates & Occupancy

In October, average daily room rates in Times Square fell by **6.3%** from 2018 to **\$294**. This is on par with Midtown and Manhattan rates, which fell by 5.9% and 5.6% respectively.

Occupancy rates in all markets observed a slight decline, yet Times Square's occupancy rate of **93.6%** continues to exceed those of Midtown and Manhattan.

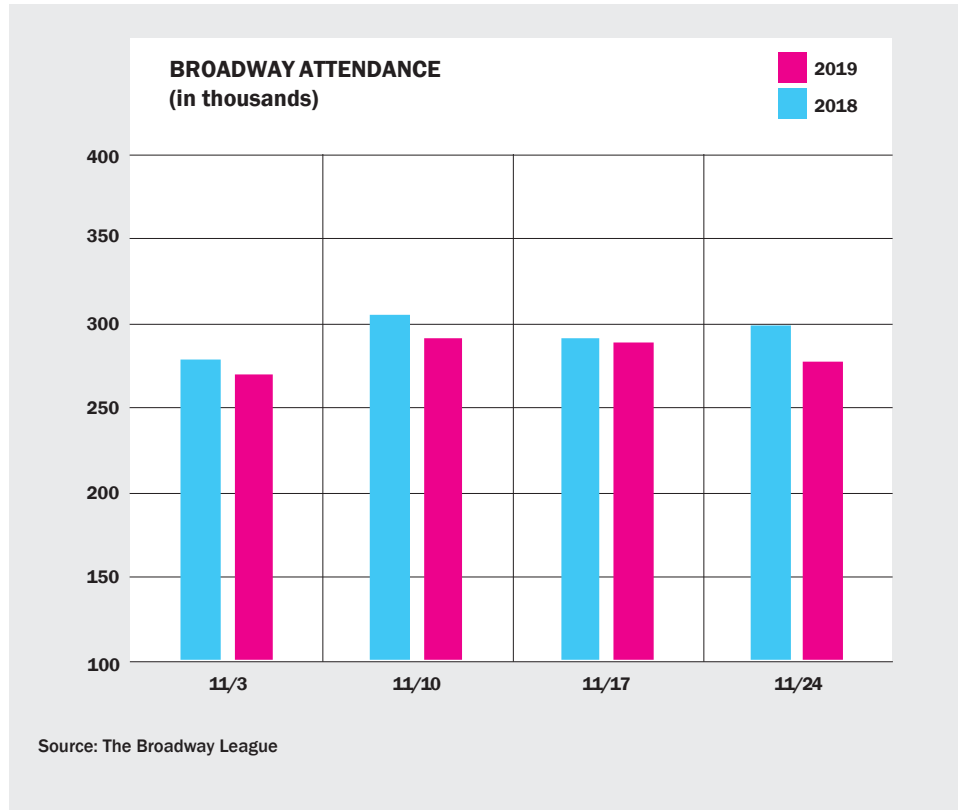


Broadway

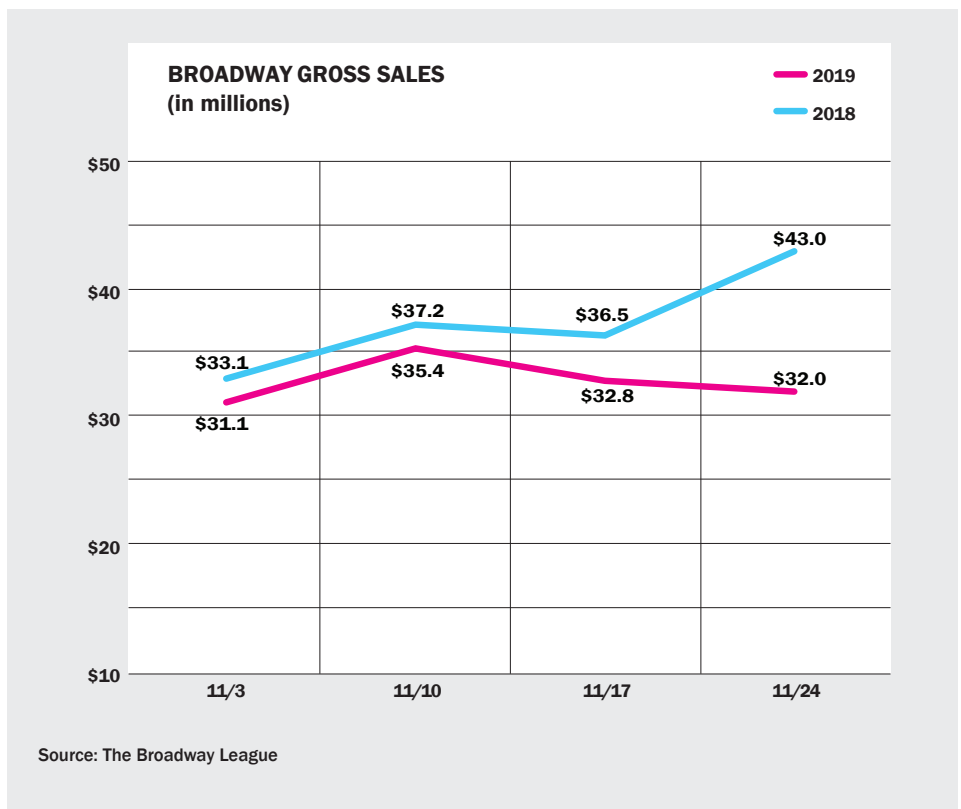
Attendance & Gross Sales

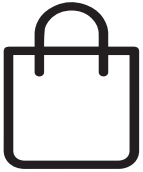
In November, Broadway ticket sales declined from last year to an average of **\$32.8 million** per week. This month, average weekly attendance reached **282,363** patrons, a 4.1% decrease from November 2018.

In total, **37** Broadway shows played this month. November openings included *A Christmas Carol* and *Slava's Snowshow*.



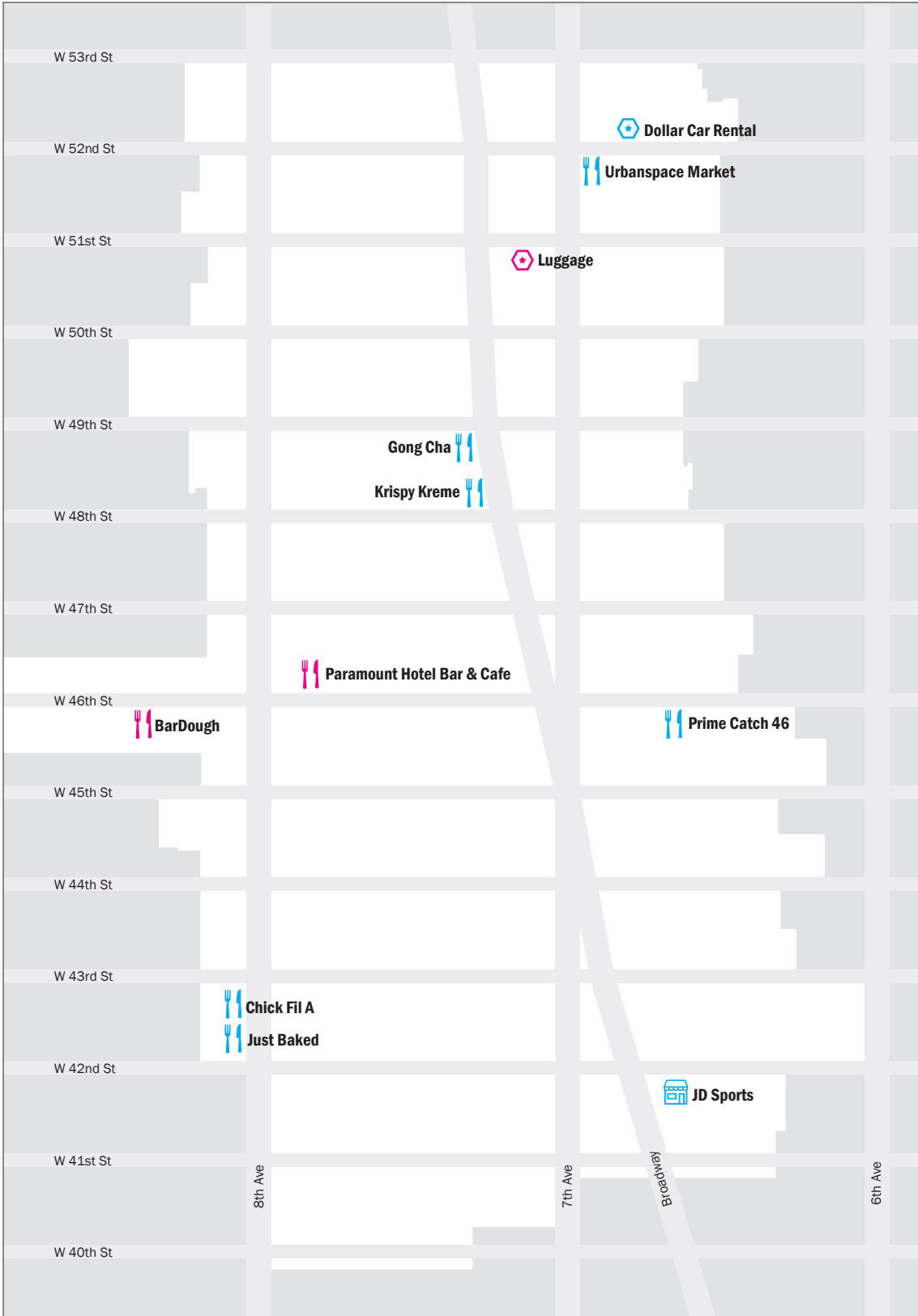
A Christmas Carol opened at the Lyceum Theatre on November 20.





Retail Update

Opened & Coming Soon



OPENED

COMING SOON

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

In October, we celebrated the opening of three restaurants and retail shops, including **BarDough** at 350 W 46th Street and **Paramount Hotel Bar & Cafe** at 235 W 46th Street. In the coming months, we look forward to the opening of **eight** new food and retail shops.