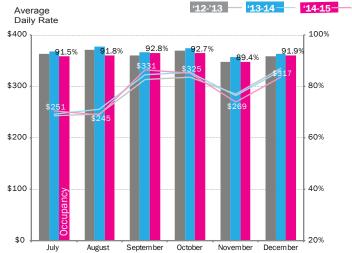


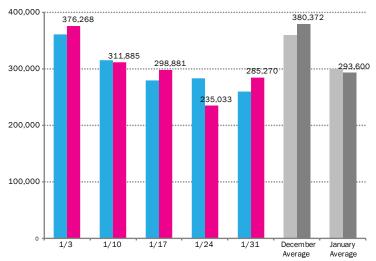
Similar to the previous year, Broadway experienced a drop in both gross sales and attendance immediately following the begining of the new year.

## **HOTELS** Last 6 Months



In line with seasonal and holiday trends, hotel occupancy and daily rate increased from November to December. December ended with an average daily rate of \$317 and an average occupancy rate of 91.9%, which is slighly less than the occupancy rate of December 2014.

### **PED COUNTS** Last 4 Weeks



Consistent with seasonal trends, the average number of pedestrians entering Times Square in January is dramatically less than the amount entering in December. This trend along with inclement weather during the week of 1/24, contributed to the decrease in pedestrians entering Times Square in January.

#### **CLASS A** Last 6 Months Midtown



Occupancy in Times Square dropped slightly to 91.0%, allowing occupancy in Midtown to surpass that of Times Square. Price per square foot, now at \$65.45 in Times Square, continues to slowly decrease in Times Square while it continues to climb in Midtown overall.

# Retail/Office Map

## January 2016

