April By the Numbers
Monthly Key Economic Indicators

80.5%
of storefront businesses open in Times Square

69.5%
Average Hotel Occupancy in March

286,032
Average Daily Visitors to Times Square

63,657
Total SF Leased in Times Square

THE POEM, a 20-foot-tall installation featuring cascading greenery and poetry, on display in Duffy Square.

Average Daily Visitors
Pedestrian Count

This month, Times Square pedestrian traffic averaged **286,032** people per day, up **113.8%** from April 2021. Pedestrian counts continue to rise towards pre-pandemic levels as the weather warms.

Pedestrian counts exceeded 300,000 daily visitors on eleven days this month. The monthly peak was seen on April 23rd at 338,826 daily visitors.

The chart shows the average daily pedestrian count for March and April, with data for 2022, 2021, and 2020. The chart indicates a significant increase in pedestrian traffic compared to previous years.

Source: Springboard
In April, Times Square Class A occupancy decreased 4.5% from March to 82.3%, while Midtown stayed effectively stagnant at 85%.

Times Square’s net effective rent slightly increased to $63.21 per square foot in April.

Leasing activity in April saw 4 leases recorded across 63,657 SF. One new lease signed by a financial services firm accounted for over half of the square footage signed this month. Of the 4 leases signed, 3 leases were new and 1 was a sublease.

Hotel occupancy increased significantly in March, rising 17% from February to 69.5%. The average daily rate rose by $25 to $197 as well. These figures indicate a solid recovery; in March of 2021 Times Square occupancy was 35.4% and the average daily rate was $128.

Midtown and Manhattan had similar occupancy rates of 69.4% and 66%, and exceeded Times Square’s average daily rate at $219 and $244, respectively.
In April, Broadway attendance and sales averaged **235,934** visitors and **$30.6 million** per week, respectively. Over the course of the month, total sales increased by 18.7% and attendance increased by 19.5%.

These figures indicate a solid Broadway recovery; gross ticket sales from the last week of April were only 10% below ticket sales from the same week in April 2019.

16 shows opened on Broadway this month, including *Funny Girl*, *Mr. Saturday Night*, and *The Little Prince*.
In April, **13 new businesses** opened in Times Square, including **Hard Rock Hotel** at 159 W 48th St. The hotel’s arrival brought the opening of several new restaurants and bars within it as well.

In coming months, we look forward to the anticipated opening of **19 new businesses**.