# Times Square Alliance

## Monthly Economic Indicator Report

**April 2023**

### KEY INDICATORS

<table>
<thead>
<tr>
<th>Icon</th>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Pedestrian" /></td>
<td>Average Daily Pedestrians</td>
<td>302,028</td>
</tr>
<tr>
<td><img src="image" alt="Storefront" /></td>
<td>Storefront Businesses are Open</td>
<td>81%</td>
</tr>
<tr>
<td><img src="image" alt="Hotel" /></td>
<td>Total SF signed</td>
<td>100,940 SF</td>
</tr>
<tr>
<td><img src="image" alt="Bed" /></td>
<td>Hotel Occupancy</td>
<td>83.0%</td>
</tr>
</tbody>
</table>
302,028
Average Daily Pedestrians

% Change from 2022
▲ 6%

% Change from 2021
▲ 126%

% Change from 2019
▼ -20%

Average Daily Pedestrians (Per Month)
83.0% Occupancy Rate

$235.61 Average Daily Rate

ADR % Change from 2022 ▲ 20%

* Hotel data is updated on a month delay. This page refers to the month of March.
$35.0 Million
April Sales (weekly average)

273,537
April Attendance (weekly average)

Sales % Change from 2022  ▲11%

Attendance % Change from 2022  ▲12%
**Economic Indicators**  
**Commercial Real Estate**

### Occupancy

<table>
<thead>
<tr>
<th>Date</th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>2022</td>
<td>2023</td>
<td>2022</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>86%</td>
<td>82%</td>
<td>87%</td>
</tr>
</tbody>
</table>

- **Occupancy % Change from 2022**: ▼ -2%

### Net Effective Rent

<table>
<thead>
<tr>
<th>Date</th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year</td>
<td>2022</td>
<td>2023</td>
<td>2022</td>
</tr>
<tr>
<td>Net Effective Rent</td>
<td>$64</td>
<td>$64</td>
<td>$62</td>
</tr>
</tbody>
</table>

- **NER % Change from 2022**: ▲ 41%

**80.7% Occupancy Rate**

**$89.12 Net Effective Rent**