Both Broadway sales and attendance were strong this past month. Weekly sales peaked at $41 million, averaging at more than $1 million gross sales per show that week.

Source: The Broadway League

Following seasonal trends, hotel occupancy increased and average daily rate increased in March. Although occupancy rates are down slightly compared to last year, they continue to outpace those of 2015.

Source: STR

Week over week gated counts in April 2017 surpassed those of April 2016 by nearly 10%. In line with seasonal trends and changes in weather, over 9% more pedestrians entered Times Square in April 2017 than March 2017.

Source: Springboard

Times Square Class A occupancy rates increase slightly to 93% this past month. Average price per square foot increased at the beginning of the new year and remains stable at $68/SF.*

Source: CoStar, Compstak

*Beginning in December 2016, the Alliance has changed their methodology calculating Class A commercial rents. The reported number is now a six-month moving average of net effective rents.
For questions about retail or office changes in Times Square, contact Marianne Vernetson at mvernetson@TimesSquareNYC.org