Broadway sales and attendance remained strong in April. There were an average of 36 shows playing on Broadway this month, compared to 39 shows in April 2017.

*Source: The Broadway League*

Following seasonal trends, hotel occupancy increased and average daily room rates increased significantly in March. While room rates outpace those of the last two years, occupancy has dropped below 2016 levels for the first time this year.

*Source: STR*

Pedestrian counts increased slightly in April. This month’s average daily count was 383,902, exceeding that of March 2018 by 5% and April 2017 by 7%. This month, Times Square reached a peak daily count of 447,888 people on Saturday, April 14.

*Source: Springboard*

Times Square Class A occupancy rates remained stable at 92%. Average price per square foot increased slightly from $67 to $71.

*Source: CoStar, Compstak*

*Beginning in December 2016, the Alliance 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.