Although gross sales are down slightly this past month compared to last year, August Broadway attendance surpassed 2015 for the first time since June.

Pedestrian counts have increased since last month due to the reopening of some sidewalks and plazas, however, major renovations continue to flatten counts compared to recent years.

Times Square hotel occupancy continues to grow and is the highest it has been in nearly three years. Average daily rate is on par with seasonal trends.

Times Square occupancy rates have remained steady at 92% for the fourth month in a row. Class A asking rents have plateaued at $56.73/SF. The data indicates that last month’s decrease may be caused by an uptick in subletting.

* Because CoStar pulls asking rent data from a representative sample of buildings rather than an exhaustive survey, prices may level off in the coming months.
For questions about retail or office changes in Times Square, contact Marianne Vernetson at mvernetson@TimesSquareNYC.org

COMING SOON
1. Junior's Restaurant
2. Grand Ole Opry
3. Chillbox Greek Frozen Yogurt
4. Arabian Oud
5. Invisible Gifts
6. NFL Times Square
7. Friedman’s Cafe
8. Bond 45
9. American Eagle Cafe
10. Wahlburgers
11. Old Navy
12. GAP
13. National Geographic Times Square
14. Gulliver’s Gate
15. Los Tacos No. 1
16. American Market by Todd English
17. Burger & Lobster
18. Foot Locker

CLOSINGS
1. Paramount Electronics
2. Broadway Gifts
3. Chase Bank
4. Toast of Broadway
5. Pigalle
6. Aeropostale
7. Off Broadway Deli
8. Times Square Fish and Chips
9. Sefiér Frogs

IN DEVELOPMENT
1. Midtown Tower (2017)
4. DoubleTree Hotel/Palace Theatre (2017)
5. Hudson Theatre (2017)

Dark Blue icons indicate a new “Coming Soon” to the map.