August By the Numbers
Monthly Key Economic Indicators

$33,191,053
Average weekly gross Broadway ticket sales

404,181
Average daily pedestrian count in Times Square

191,287
Total SF leased in Times Square

5 new stores
Opened in Times Square

Average Daily Visitors
Pedestrian Count

In August 2019, the average daily pedestrian count was 404,181, a 3.8% decrease from August 2018.

While pedestrian counts declined slightly year over year, August 2019 counts are up from last month.

Pedestrian counts reached their peak on August 16 at 434,735 people.

Source: Springboard
In August, Times Square's Class A commercial office occupancy rate remained at 93% year over year and consistent with July. This is slightly higher than Midtown's rate of 91%.

In Times Square, the average price per square foot, $66, decreased slightly from July while the average price per square foot remained at $74 in Midtown.

In August there were six Class A leases totalling 191,287 SF.

In July, average daily room rates in Times Square hotels fell by 5.7% from 2018 to $230. Occupancy rates were consistent with 2018 at 94%, remaining higher than Midtown and Manhattan occupancy rates of 90%.

Average daily rates for the Midtown and Manhattan submarkets declined by 3.3% and 3.1% respectively. Occupancy rates remained relatively unchanged, with a decline of 0.8% in Midtown and 0.4% in Manhattan.
In August 2019, Broadway ticket sales decreased by **11%** and attendance decreased by **6%** compared to August 2018.

Overall, **30** shows played this month. With six shows closing in August, several saw increases in sales during their final weeks, including *Pretty Woman*, *King Kong*, and *The Cher Show*.

Previews for *Betrayal* began on August 14 at the Bernard B. Jacobs Theater, and the show officially opened on September 5.
This month, we celebrated the opening of **Times Eatery** at 680 8th Avenue and **NYCASA 46 Hotel** at 129 West 46th Street. In the coming months, we look forward to the opening of **fourteen** new food and retail shops.