Both Broadway sales and attendance are significantly higher than the same time last year, representing a 25% increase and 13% increase respectively.

Source: The Broadway League

Times Square hotels continue to maintain some of the highest occupancy rates in the city. In line with seasonal trends, average daily rates are down slightly.

Source: STR

August’s average daily pedestrian count is down slightly compared to July and this time last year. On average, nearly 367,000 people visited Times Square each day of the month.

Source: Springboard

Both Times Square Class A occupancy rates and average price per square foot remained stable this month at 93% and $61/SF, respectively. *

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