In December 2019, the average daily pedestrian count was **342,074**, a 5.2% decrease from the same time last year. This year's count is on par with 2016 and 2017 numbers, reflecting a leveling in pedestrians from 2018 peaks.

Despite the decline from last year, December 2019 pedestrian counts increased slightly from last month.

Pedestrian counts peaked at **400,830** people on Monday, December 23.

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**December By the Numbers**

**Monthly Key Economic Indicators**

- **$43,057,057**
  - Average Broadway weekly sales

- **342,074**
  - Average daily pedestrian count in Times Square

- **140,934**
  - Total SF leased in Times Square

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On December 31, New Yorkers and visitors alike rang in the New Year in Times Square.

**3 new stores**

- Opened in Times Square

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**Average Daily Visitors**

**Pedestrian Count**

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Source: Springboard
This month, the Times Square Class A commercial office occupancy rate dropped 2% from November to 90.1%. Midtown’s occupancy rate remained on par with last month.

In December, Times Square net effective rent increased to $65 per square foot. At $78 per square foot, net effective rent in Midtown remained unchanged from November.

In November, occupancy rates for all markets remained on par with 2018 rates.

Times Square average daily room rates fell by 8.4% to $263. Similarly, Midtown and Manhattan average daily rates declined by 7.5% and 6.3% respectively.

This month’s fall in hotel rates is consistent with the broader decline in accommodations spending we have seen throughout 2019 for all markets.
In December, Broadway ticket sales remained on par with 2018 at an average of $43.1 million per week. This month, average weekly attendance reached 309,077 patrons, a 4.3% decrease from December 2018.

In total, 39 Broadway shows played in December. *Harry Connick, Jr.- A Celebration of Cole Porter* opened, and *Grand Horizons* and *A Soldier’s Play* began previews this month.

*The Rose Tattoo* starring Marisa Tomei ended its run at the American Airlines Theatre on December 9th.
In December, we welcomed three stores to Times Square, including Broadway Pass at 1578 Broadway and Dollar Car Rental at 265 W 52nd Street. In the New Year, we look forward to the opening of ten new food and retail shops.