Broadway sales and attendance remained strong in February and were higher than this time last year.

Source: The Broadway League

While both hotel room rates and occupancy in Times Square have dropped with seasonal trends, January hotel occupancy is the highest it has been in two years.

Source: STR

The average daily pedestrian count increased by 10% from January to February. This month, Times Square reached a peak daily count of 405,558 people on Wednesday, February 21.

Source: Springboard

Times Square Class A occupancy rates remained stable this month at 93%. Average price per square foot has dropped slightly from $68 to $66.

Source: CoStar, Comptak

*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