**Times Square Alliance**

**Monthly Economic Indicator Report**

**February 2023**

**KEY INDICATORS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrians</td>
<td>242,803</td>
</tr>
<tr>
<td>Hotels</td>
<td>81%</td>
</tr>
<tr>
<td>Broadway</td>
<td>0 SF</td>
</tr>
<tr>
<td>CRE</td>
<td>68.7%</td>
</tr>
<tr>
<td>Retail</td>
<td></td>
</tr>
</tbody>
</table>

- *Average Daily Pedestrians*
- *Storefront Businesses are Open*
- *Total SF signed*
Average Daily Pedestrian Counts (Per Month)

- **Average Daily Pedestrians**: 242,803
- **% Change from 2022**: ▲ 18%
- **% Change from 2021**: ▲ 174%
- **% Change from 2019**: ▼ -21%

<table>
<thead>
<tr>
<th>Year</th>
<th>Pedestrians</th>
<th>Hotels</th>
<th>Broadway</th>
<th>CRE</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
68.7% Occupancy Rate

Occupancy % Change from 2019 ▼ -7%

$197.46 Average Daily Rate

ADR % Change from 2019 ▲ 11%

*Hotel data is updated on a month delay. This page refers to the month of January.*
$24.8 Million
February Sales (weekly average)

Sales % Change from 2019
▼ -13%

196,283
February Attendance (weekly average)

Attendance % Change from 2019
▼ -21%
**Economic Indicators**

**Commercial Real Estate**

**Occupancy**

<table>
<thead>
<tr>
<th>Year</th>
<th>January</th>
<th>February</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>93.0%</td>
<td>93.8%</td>
</tr>
<tr>
<td>2023</td>
<td>83.6%</td>
<td>82.3%</td>
</tr>
</tbody>
</table>

**Occupancy Rate**

- **2019**: 93.0%
- **2023**: 83.6%
- **Change**: -12%

**Net Effective Rent (%)**

- **2019**: $65
- **2023**: $68
- **Change**: -5%

**Class A Average Net Effective Rent**

- **2019**: $67
- **2023**: $64
- **Change**: -12%

**NER % Change from 2019**

- **Change**: -5%

**82.3% Occupancy Rate**

- **Occupancy % Change from 2019**: -12%
Openings and Coming Soon

Type
- Entertainment
- Food & Beverage
- Retail

Status
- Coming Soon
- Open

12 Coming Soon
6 Open This Month