Consistent with seasonal trends, the average number of pedestrians entering Times Square in January is dramatically less than the amount entering in December. This trend along with inclement weather during the week of 1/24, contributed to the decrease in pedestrians entering Times Square in January.

Occupancy in Times Square dropped slightly to 91.0%, allowing occupancy in Midtown to surpass that of Times Square. Price per square foot, now at $65.45 in Times Square, continues to slowly decrease in Times Square while it continues to climb in Midtown overall.

* Because CoStar pulls asking rent data from a representative sample of buildings rather than an exhaustive survey, prices may level off in the coming months.
For questions about retail or office changes in Times Square, contact Marianne Vernetson at mvernetson@TimesSquareNYC.org