Despite seasonal trends, Broadway sales and attendance continue to remain strong, outpacing those from this time last year.

Source: The Broadway League

In line with seasonal trends hotel occupancy and average daily rates increased in December, closing out the year with higher than average city-wide occupancy rates.

Source: STR

Pedestrian counts dropped moderately in January. We believe this is due to uninterrupted below-freezing temperatures throughout the month. We will continue to monitor pedestrian counts closely to determine if there is a larger visitation trend.

Source: Springboard

Times Square Class A occupancy rates and average price per square foot remained stable this month at 93% and $68, 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