January By the Numbers
Monthly Key Economic Indicators

6 new stores
Opened in Times Square

1,102,109
Broadway Tickets Sold

289,725
Average Daily Visitors to Times Square

194,067
Total SF Leased in Times Square

Average Daily Visitors
Pedestrian Count

Pedestrian counts dropped significantly between December and January as cold temperatures and the end of the holiday season meant fewer visitors to the pedestrian plazas.

In January, the average daily pedestrian count was **289,725**, exceeding that of January 2018 by **1.5%**.

This month, Times Square reached a peak daily count of **397,692** people on Wednesday, January 2.
In January, Times Square Class A commercial office occupancy rate of 93.0% continues to be higher than Midtown’s average of 91%.

The average price per square foot increased from $61 in December to $64 in January.

Major leases this month include:
- National Cable Communications (NCC) – 4 Times Square (65,000 SF)
- Analysis Group – 4 Times Square (58,029 SF)
- Swift – 7 Times Square (26,792 SF)

From November to December, the average daily room rate rose from $287 to $331.

While occupancy has dropped slightly from 2016 to 2018, December hotel room asking rates are at their highest in five years.

Times Square continues to see a higher hotel occupancy rate than Midtown (89%) or Manhattan overall (88%).
In January, Broadway sales exceeded 2017 levels by more than $2.5 million per week.

Attendance increased by nearly 18% per week this month compared to January last year, likely caused by three more shows running than in 2018.

The week of January 6 was Broadway’s highest grossing first week on record, with gross sales topping $37.5 million.

Eight shows ended their runs on Broadway in January, including “The Lifespan of a Fact,” “The Play that Goes Wrong,” and “School of Rock.”

“School of Rock” ended its run at the Winter Garden Theater in January.
This month, we celebrated the opening of **The Ribbon** at 220 W 44th St, **Patrick’s Restaurant** at 243 W 42nd St, and **ARO** at 242 W 53rd St.