



Pedestrians

Hotels

Broadway

CRE

Retail

# Times Square Alliance Monthly Economic Indicator Report January 2023

## KEY INDICATORS



**227,775**  
Average Daily Pedestrians



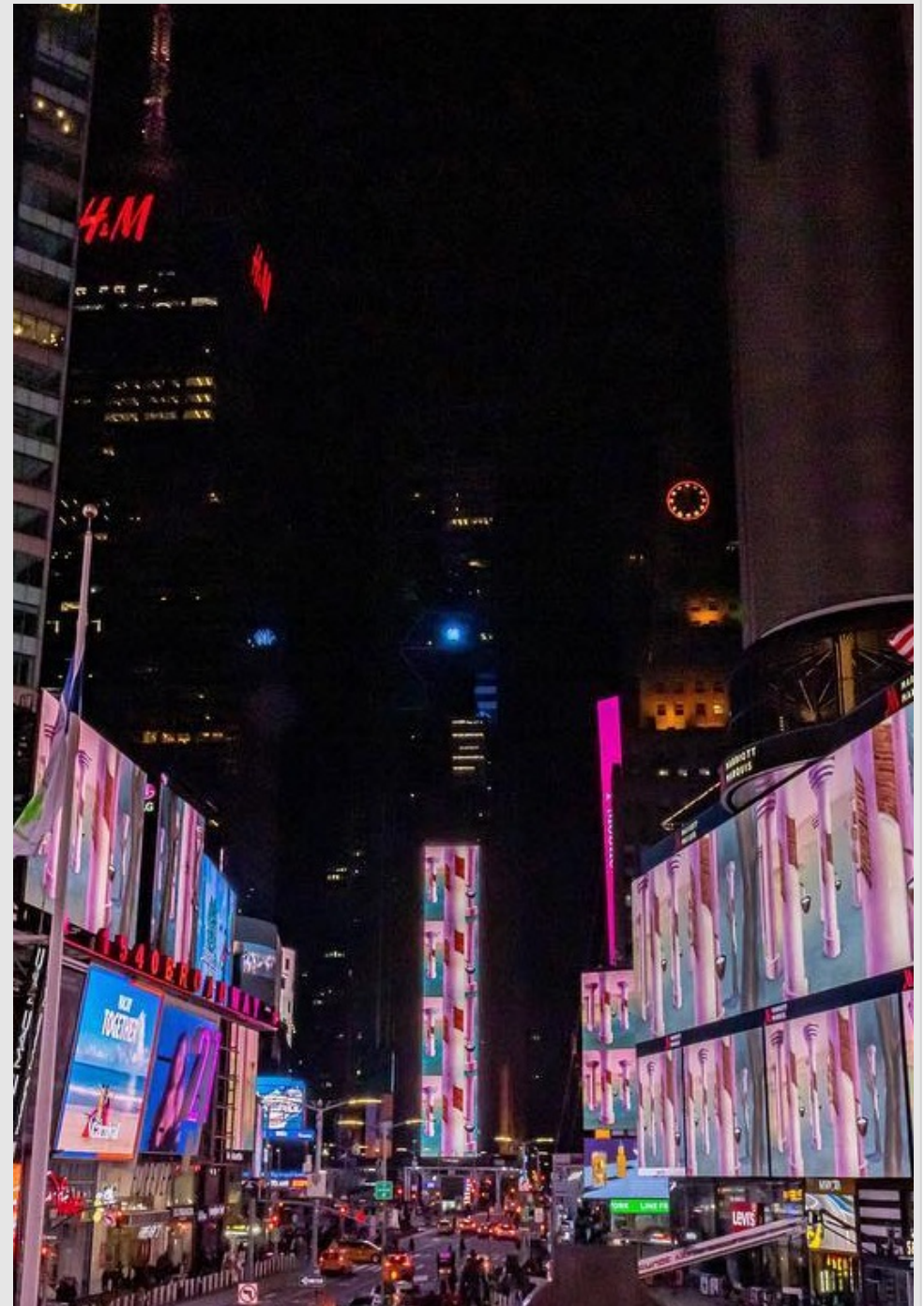
**81%**  
Storefront Businesses are Open



**82,207 SF**  
Total SF signed



**89.5%**  
Hotel Occupancy







\* Hotel data is updated on a month delay. This page refers to the month of **December**.

### Reporting Area

- Manhattan
- Midtown
- Times Square

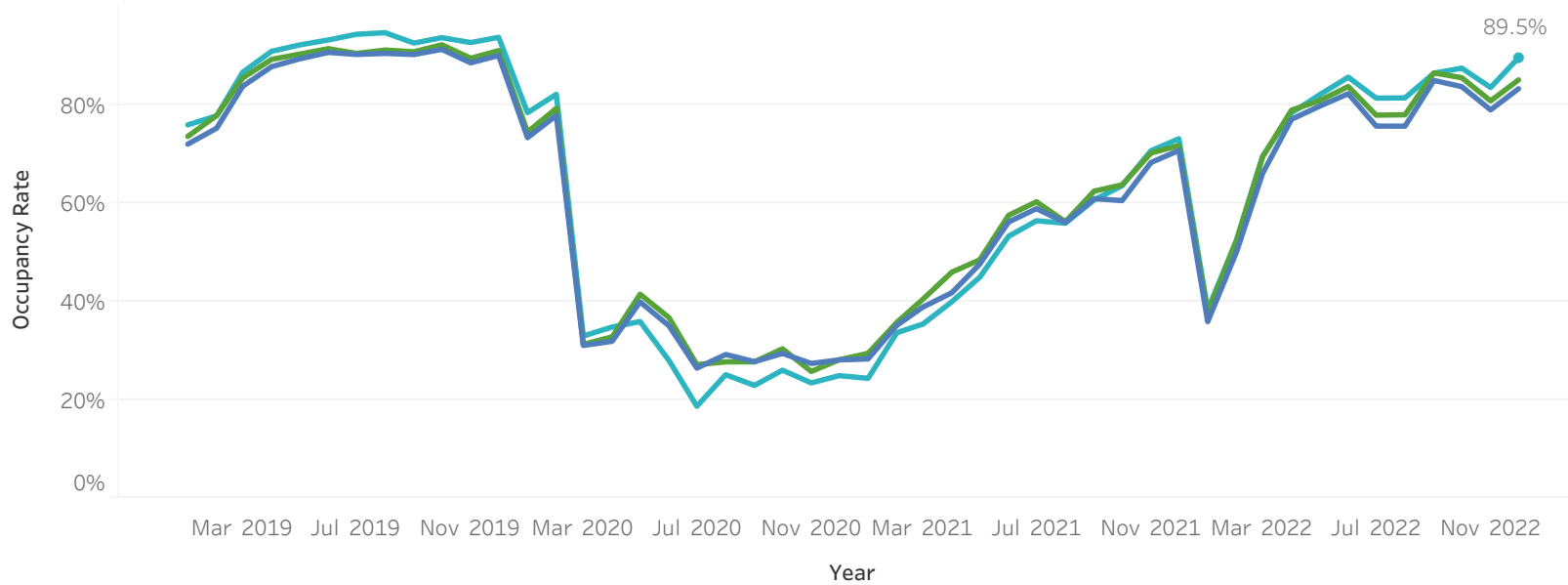
**89.5%**  
Occupancy Rate

Occupancy % Change from 2019  
▼ **-4%**

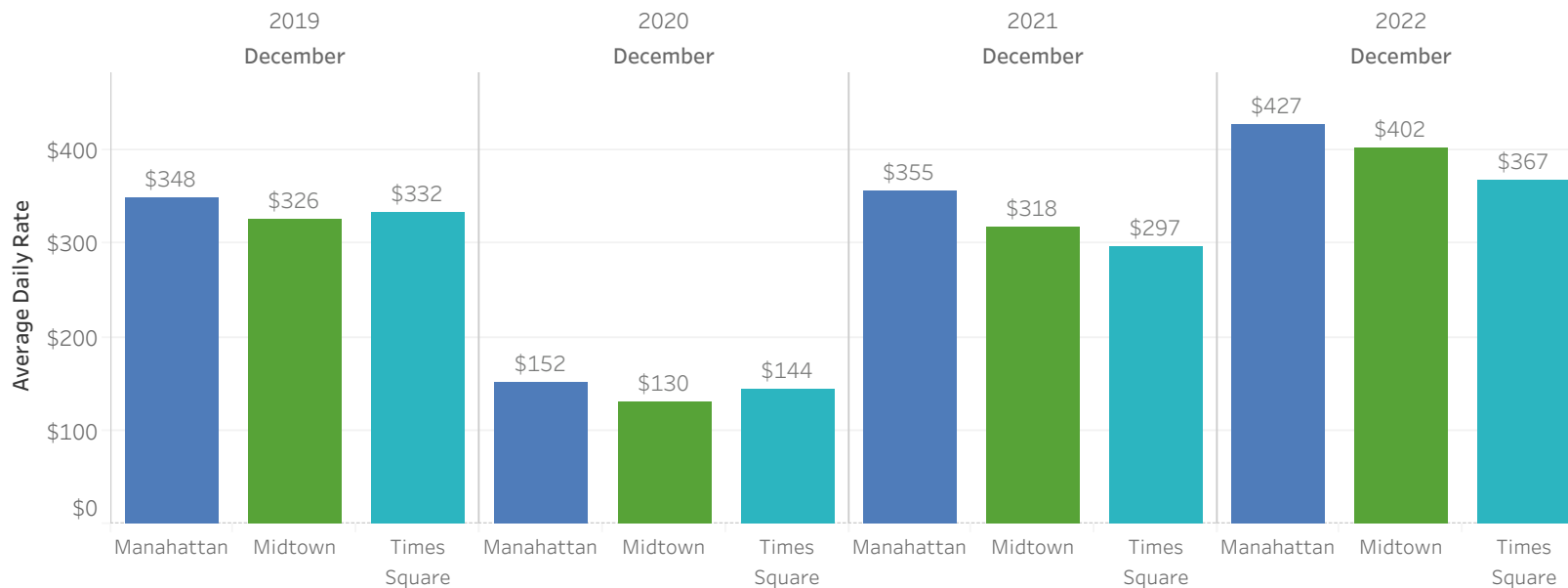
**\$367.16**  
Average Daily Rate

ADR % Change from 2019  
▲ **10%**

## Occupancy

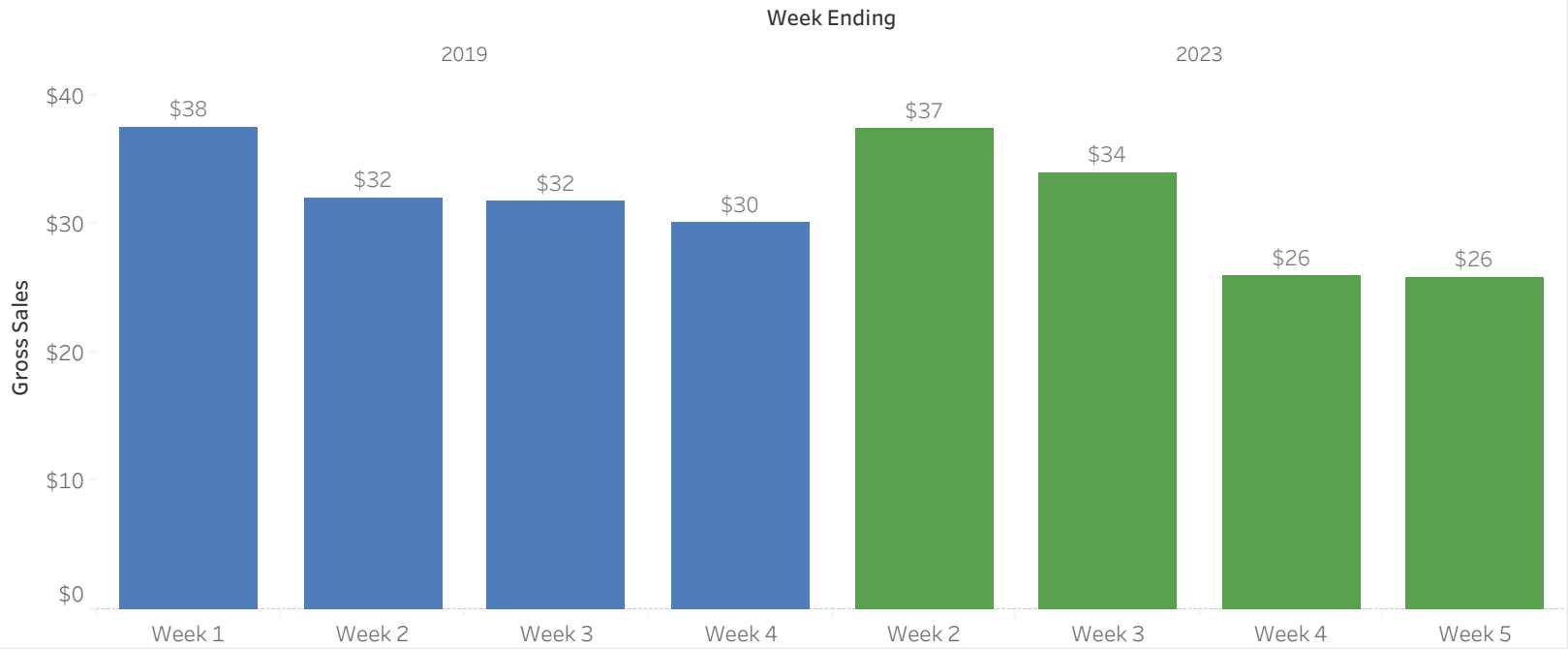


## Average Daily Rate





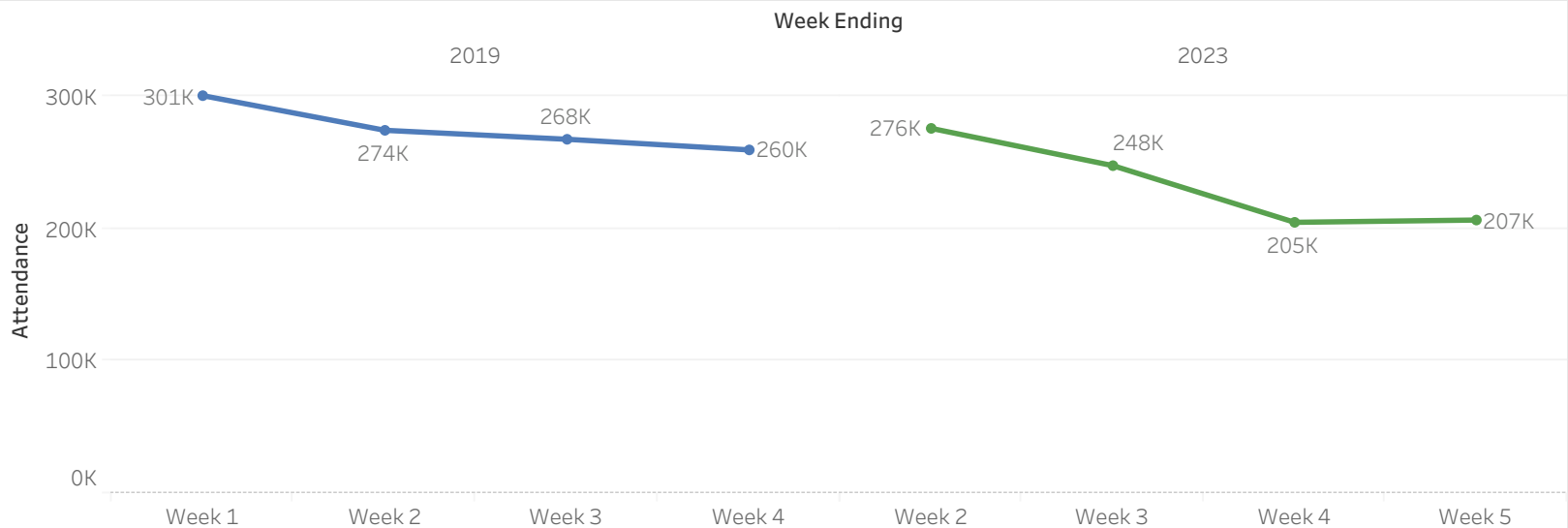
### Weekly Broadway Gross Revenue



**\$30.7 Million**  
January Sales (weekly average)

Sales % Change from 2019  
▼ -6%

### Weekly Broadway Attendance



**233,732**  
January Attendance (weekly average)

Attendance % Change from 2019  
▼ -15%



Year

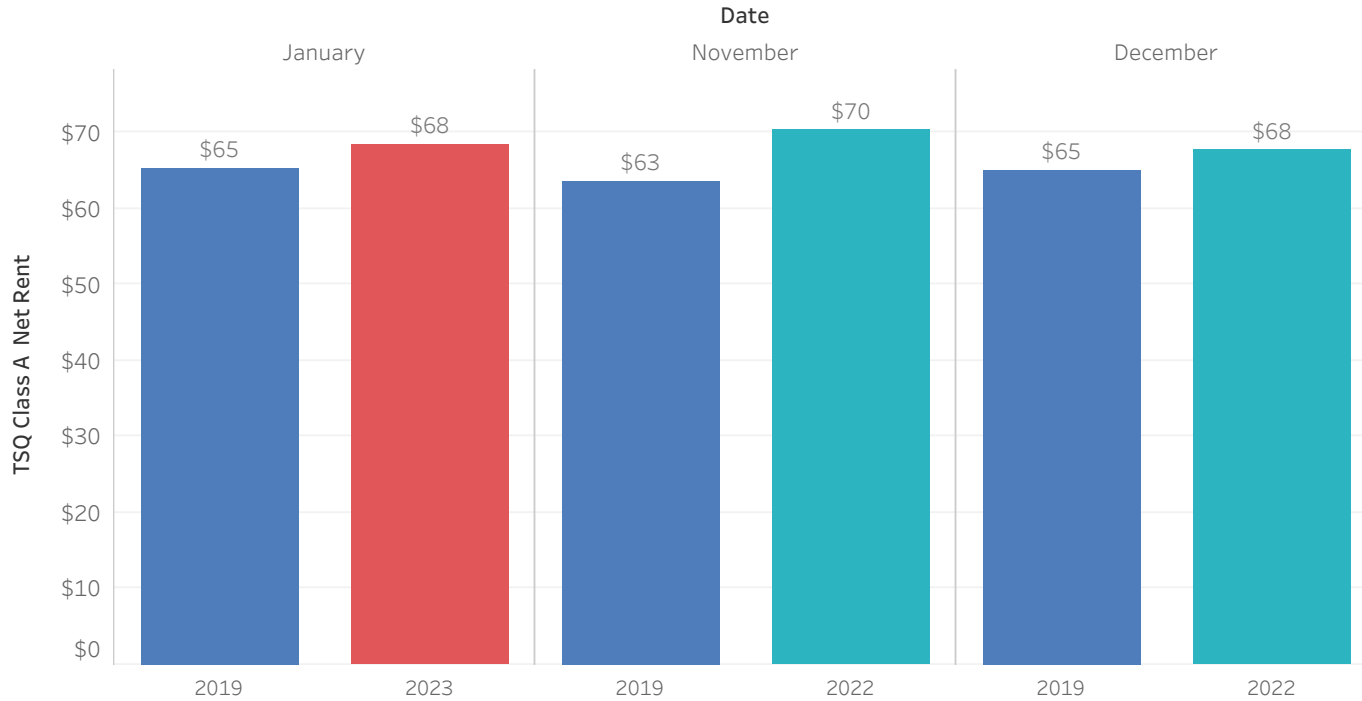
- 2019
- 2022
- 2023

**\$68.40**  
Net Effective Rent

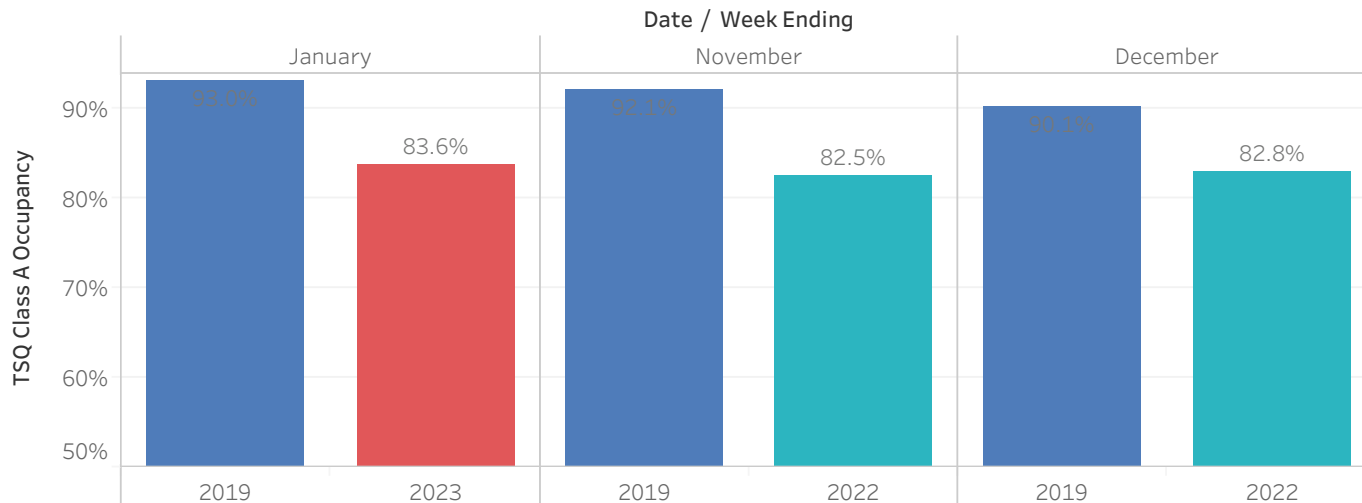
NER % Change from 2019

▲ 5%

### Net Effective Rent



### Occupancy



**83.6%**  
Occupancy Rate

Occupancy % Change from 2019

▼ -9%

**82,207** was signed across **4** leases, including 1 direct lease and 3 subleases.

The largest new lease was signed by **Rémy Cointreau** at 29,852 SF.



## Openings and Coming Soon

### Type

- ◆ Food & Beverage
- ★ Retail

### Status

- Coming Soon
- Open

14

Coming Soon

5

Open This Month

