Broadway sales remained strong in July, exceeding 2017 levels by nearly $6 million each week throughout the month. Attendance is up on average more than 7% this month compared to July 2017.

Source: The Broadway League

Following seasonal trends, average daily room rates remained high in June. Both room rates and occupancy are comparable those of the last two years.

Source: STR

This month’s average daily count was 417,682, exceeding that of June 2017 by 9%. This month, Times Square reached a peak daily count of 465,820 people on Wednesday, July 25.

Source: Springboard

Times Square Class A occupancy rates remained stable at 92%. Average price per square foot decreased slightly to $67.

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.