Broadway sales and attendance were very strong in July, exceeding the same month last year by 19% and 7%, respectively.

Source: The Broadway League

Times Square hotels continue to maintain some of the highest occupancy rates in the city. Average daily rates outpace those of last summer and have nearly caught up to 2015 levels. Additionally, Times Square revenue per room continues to exceed that of Midtown hotels.

Source: STR

July’s average daily count was the highest recorded since the completion of the plaza construction in December. One in five days this month exceeded 400,000 visitors and overall counts have increased by 22.5% since July 2016.

Source: Springboard

Both Times Square Class A occupancy rates and average price per square foot remained stable this month at 93% and $60/SF, 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.
MAJOR OFFICE
1. 810 Seventh Avenue
   W&L Global
   11,278 SF
2. 1500 Broadway
   Pearl Cohen Zedek
   Latzer Baratz
   16,742 SF
3. 220 W 42nd Street
   Miller Advertising
   11,433 SF

OPENINGS
1. I Heart NY Gifts
2. Line Friends
3. Burger & Lobster
4. Steve Madden

COMING SOON
1. Sprint
2. Ground Central Coffee
3. SoHo Park
4. Princi Bakery
5. CVS
6. Opry City Stage
7. P.S. Kitchen
8. NFL Times Square
9. Hershey’s Chocolate World
10. Friedman’s Cafe
11. Swarovski
12. Bond 45
13. Kuni’s Ikinari Steak
14. Hold Fast
15. Wahlburgers
16. Sephora
17. Kiko Milano
18. Old Navy
19. GAP
20. National Geographic Times Square
21. American Market by Todd English
22. Bluestone Lane Coffee

CLOSINGS
1. O.M.G. Jeans Store

IN DEVELOPMENT
(A new building under construction)
1. Midtown Tower (2017)
4. Riu Hotel (2020)
5. DoubleTree Hotel/Palace Theatre (TBD)

Dark Blue icons indicate a new “Coming Soon” to the map.

For questions about retail or office changes in Times Square, contact Marianne Vernetson at mvernetson@TimesSquareNYC.org