# Times Square Alliance

## Monthly Economic Indicator Report

**June 2023**

<table>
<thead>
<tr>
<th>KEY INDICATORS</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrians</td>
<td>279,888</td>
<td>Average Daily Pedestrians</td>
</tr>
<tr>
<td>Hotels</td>
<td>81%</td>
<td>Storefront Businesses are Open</td>
</tr>
<tr>
<td>Broadway</td>
<td>5,999 SF</td>
<td>Total SF signed</td>
</tr>
<tr>
<td>CRE</td>
<td>86.6%</td>
<td>Hotel Occupancy</td>
</tr>
</tbody>
</table>
### Economic Indicators

**Pedestrian Counts**

- **279,888**
  - Average Daily Pedestrians

- **% Change from 2022**
  - ▼ -19%

- **% Change from 2021**
  - 65%

- **% Change from 2019**
  - -29%

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#### Average Daily Pedestrian Counts (Per Month)

<table>
<thead>
<tr>
<th>Year</th>
<th>Pedestrians</th>
<th>Hotels</th>
<th>Broadway</th>
<th>CRE</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
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<tr>
<td>2021</td>
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<tr>
<td>2022</td>
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<tr>
<td>2023</td>
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<td></td>
</tr>
</tbody>
</table>

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#### Economic Indicators

- **Average Monthly Counts**
- **Year**
  - 2019
  - 2020
  - 2021
  - 2022
  - 2023

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#### Graphical Representation

- Line graphs showing trends in pedestrian counts over months, with a clear visual comparison of years 2019 to 2023.
$32.3 Million
June Sales (weekly average)

Sales % Change from 2022 ▲ 3%

262,346
June Attendance (weekly average)

Attendance % Change from 2022 ▲ 5%
**Economic Indicators: Hotels**

**Occupancy Rate**
- 86.6%
- Occupancy Rate

**Average Daily Rate**
- $295.28
- Average Daily Rate

**Occupancy % Change from 2022**
- ▲ 5%

**$295.28**
- Average Daily Rate

**ADR % Change from 2022**
- ▲ 8%

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

**Reporting Area**
- Manhattan
- Midtown
- Times Square

**Economic Indicators**
- Hotels
- Pedestrians
- Broadway
- CRE
- Retail