Both Broadway sales and attendance increased this past month. With an average of 32 shows running each week, March was a successful month for Broadway.

*Source: The Broadway League*

Following seasonal trends, hotel occupancy increased and average daily rate decreased slightly in February. Current occupancy rates continue to outpace those of the past two years, while average daily rate is down slightly.

*Source: STR*

Due to unseasonably cold weather and a colossal blizzard in the middle of the month, pedestrian counts were lower in March than in the past year. Nonetheless, the monthly average increased by 5.3% from February.

*Source: Springboard*

Times Square Class A occupancy rates remain stable at approximately 92%. Average price per square foot increased at the beginning of the new year and is now strong at $68/SF.*

*Source: CoStar, Compstak*

*Beginning in December 2016, the Alliance has changed their methodology calculating Class A commercial rents. The reported number is now a six-month moving average of net effective rents.*
For questions about retail or office changes in Times Square, contact Marianne Vernetson at mvernetson@TimesSquareNYC.org