Broadway sales and attendance remained strong in March. With 35 shows open on Broadway at the end of the month, spring theater season is now in full swing.

Source: The Broadway League

Following seasonal trends, hotel occupancy increased and average daily room rates decreased slightly in February. Both occupancy rates and average room rates are on par with the past two years.

Source: STR

Pedestrian counts increased significantly in March. This month’s average daily count exceeded that of February 2018 by 16% and March 2017 by 11.5%. This month, Times Square reached a peak daily count of 428,710 people on Friday, March 30.

Source: Springboard

Times Square Class A occupancy rates decreased slightly this month to 92%. Average price per square foot has dropped slightly from $68 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.
For questions about retail or office changes in Times Square, contact Marianne Vernetson at mvernetson@TimesSquareNYC.org