

Times Square Alliance Monthly Economic Indicator Report

March 2024

March activity unless otherwise indicated

KEY INDICATORS



287,206

March 2024 Average Daily Pedestrians



84%

Storefront Businesses are Open



51,526 SF

Total Signed SF

51,526 SF Direct

0 SF Subleased



72.6%

February 2024 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

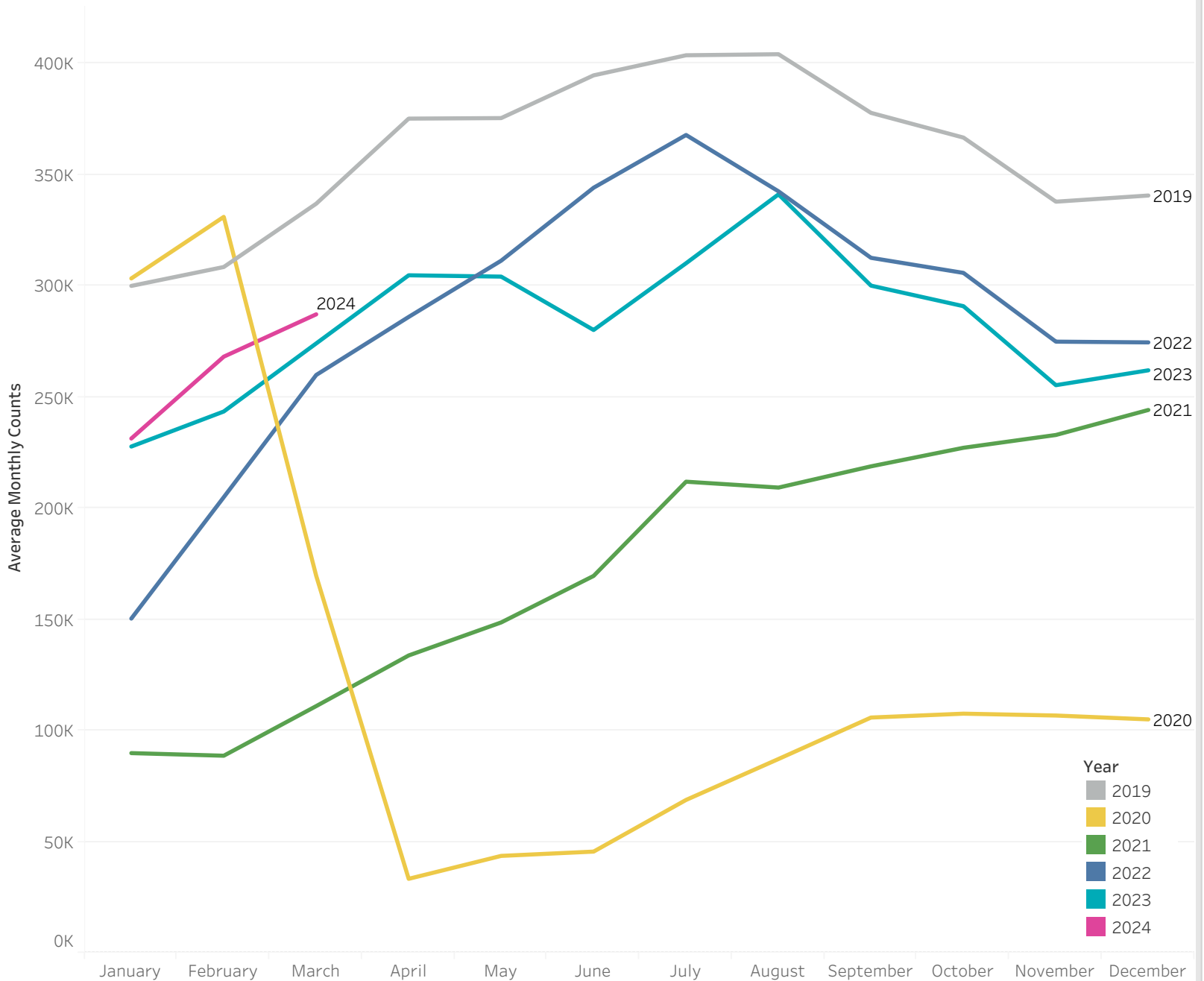
Broadway

CRE

Retail



Average Daily Pedestrian Counts (Per Month)



287,206

March 2024 Average Daily Pedestrians

% Change from 2023

▲ 5%

% Change from 2022

▲ 10%

% Change from 2019

▼ -15%



Year

2023

2024

\$28.3 Million
March 2024 Sales
(weekly average)

Monthly Sales % Change
from 2023
▼ -6%

225,062
March 2024
Attendance (weekly
average)

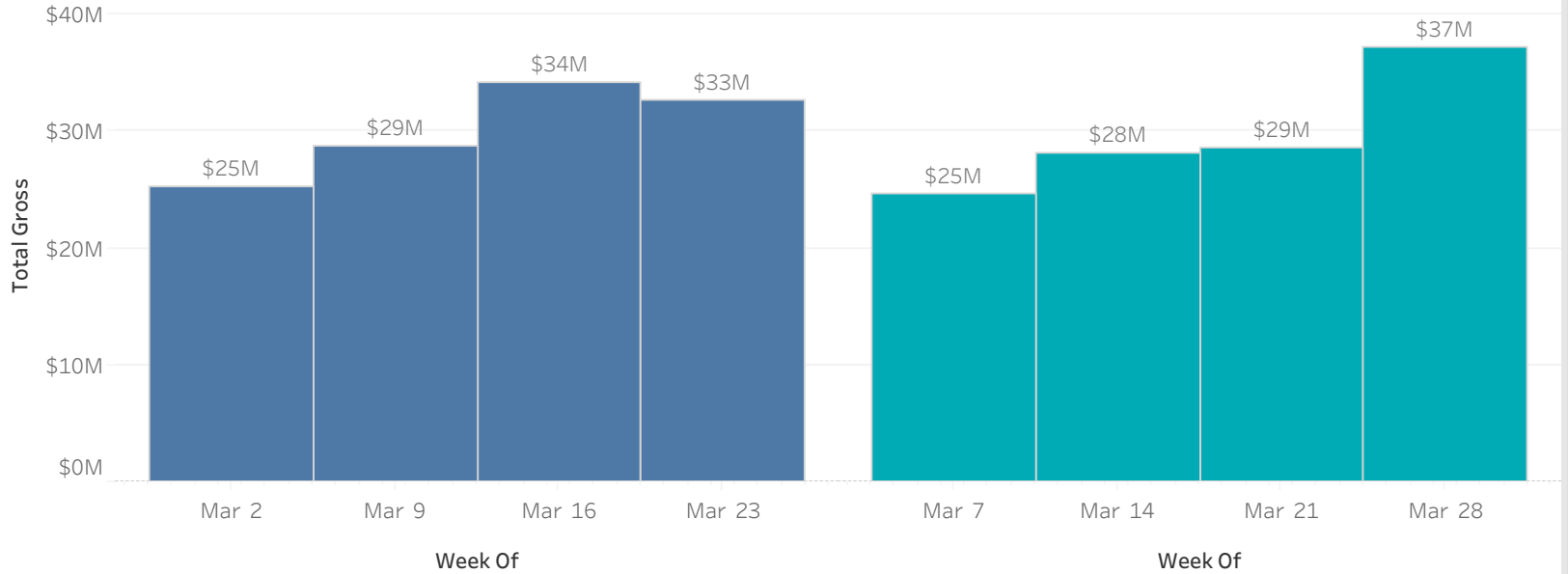
Attendance % Change from
2023
▼ -5%

Weekly Broadway Gross Revenue

Week Ending

2023

2024

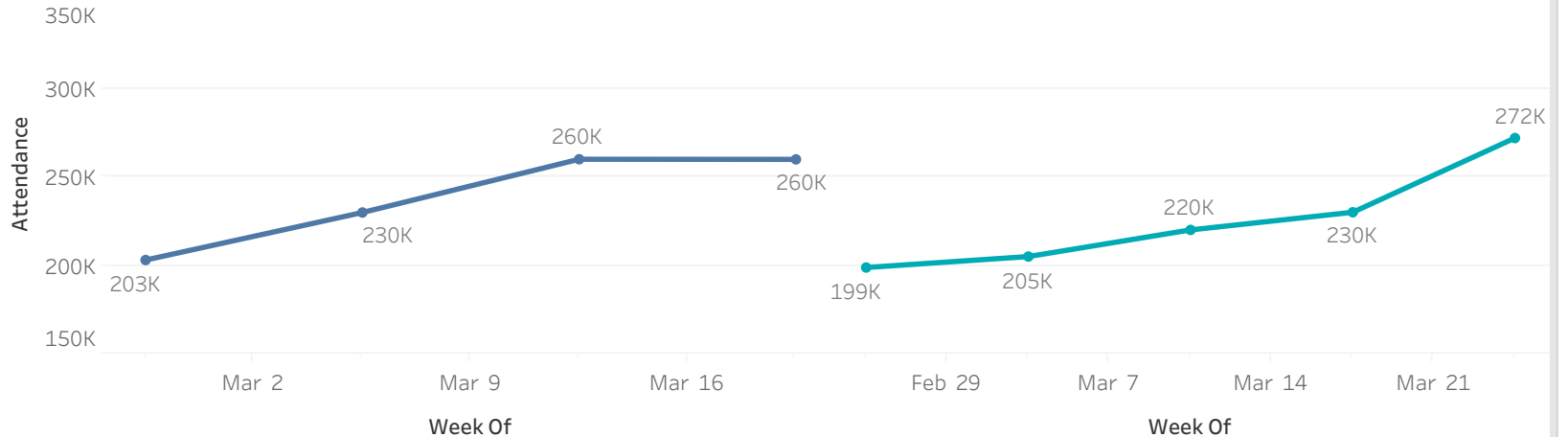


Weekly Broadway Attendance

Week Ending

2023

2024





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

Reporting Area

- Manhattan
- Midtown
- Times Square

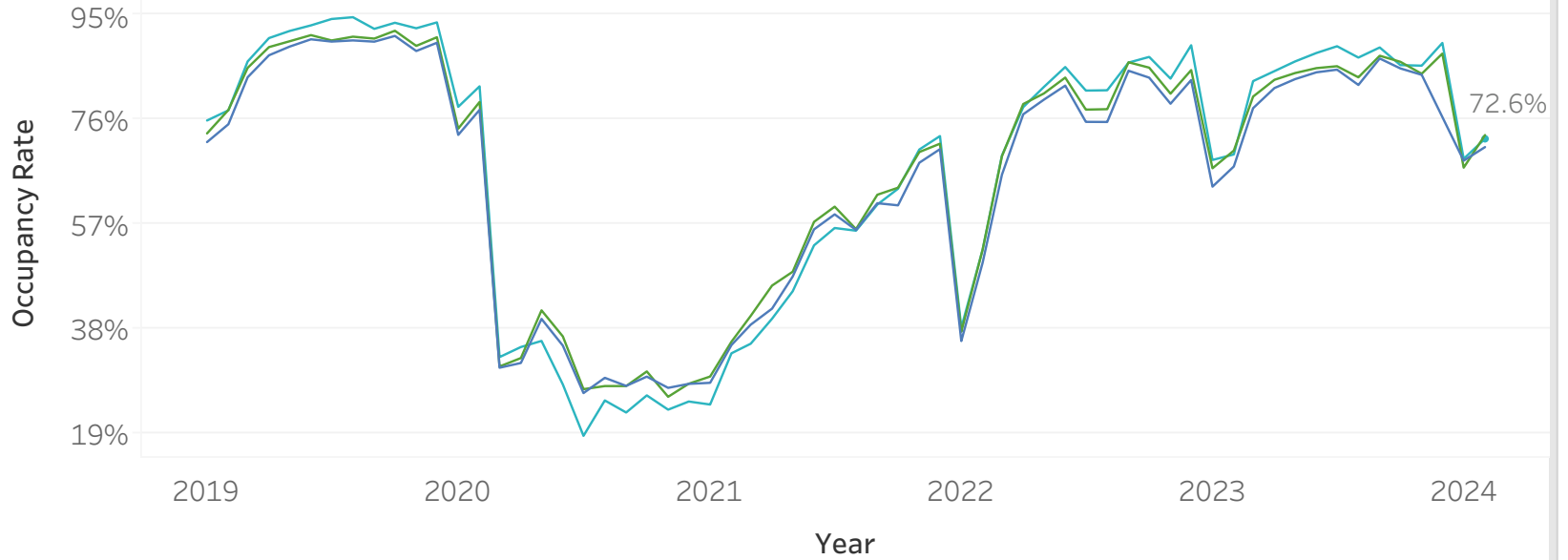
72.6%
February Occupancy Rate

Occupancy % Change from 2023
▲ **3%**

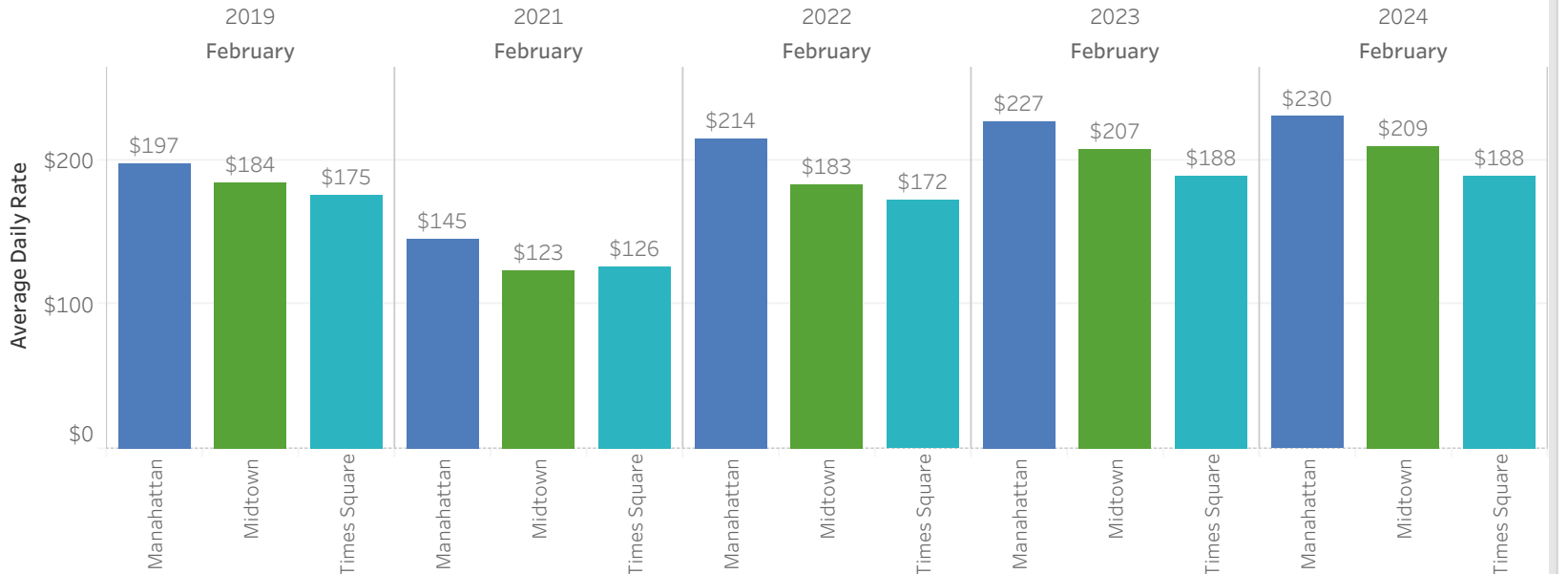
\$188.17
February 2024 Average Daily Rate

ADR % Change from 2023
▲ **0%**

Occupancy



Average Daily Rate (ADR)





Year
■ 2023
■ 2024

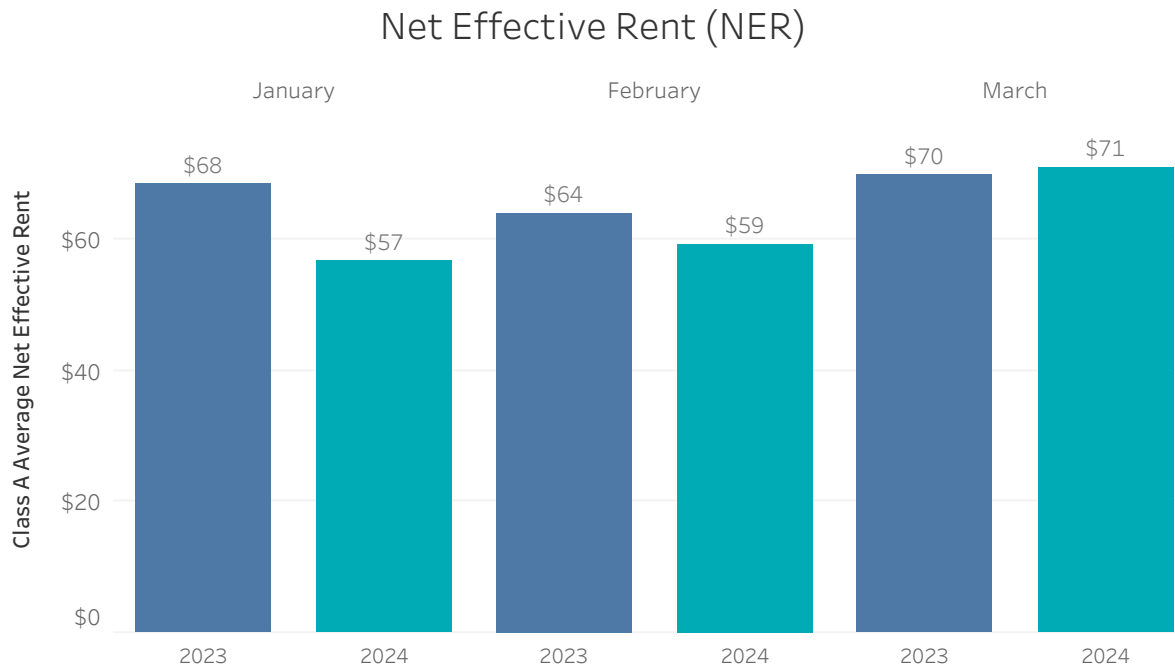
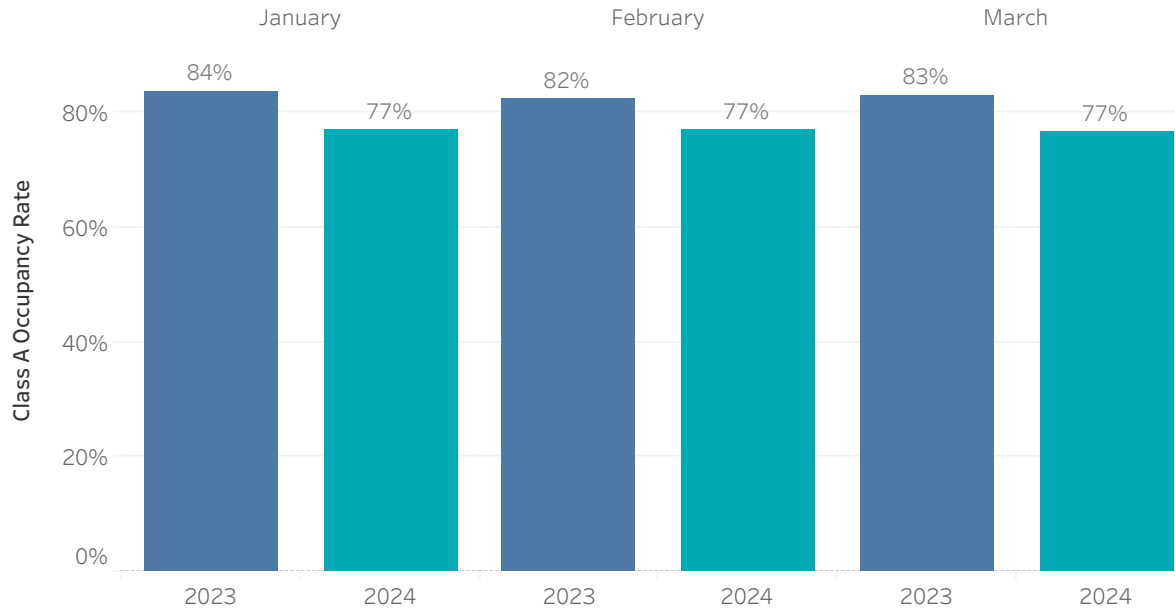
76.5%
March 2024
Occupancy Rate

Monthly Occupancy %
Change from 2023
▼ -6%

\$70.94
Net Effective Rent

NER % Change from 2023
▲ 2%

Occupancy





Openings and Coming Soon

Type

◆ Food & Beverage

Status

■ Coming Soon

■ Open

10
Coming Soon

14
Open This Month

