Times Square Alliance  
**Monthly Economic Indicator Report**  
*May 2023*

### KEY INDICATORS

<table>
<thead>
<tr>
<th>Icon</th>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>🚶️</td>
<td>Average Daily Pedestrians</td>
<td>306,523</td>
</tr>
<tr>
<td>👨‍💼</td>
<td>Storefront Businesses are Open</td>
<td>81%</td>
</tr>
<tr>
<td>🏢</td>
<td>Total SF signed</td>
<td>46,110 SF</td>
</tr>
<tr>
<td>🛌</td>
<td>Hotel Occupancy</td>
<td>85.2%</td>
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</tbody>
</table>
306,523
Average Daily Pedestrians

% Change from 2022
▼ -2%

% Change from 2021
▲ 106%

% Change from 2019
▼ -18%

Economic Indicators
Pedestrian Counts

Average Daily Pedestrian Counts (Per Month)

Average Monthly Counts

Year
- 2019
- 2020
- 2021
- 2022
- 2023

Pedestrians
Hotels
Broadway
CRE
Retail
$31.8 Million
May Sales (weekly average)

Sales % Change from 2022
\(-1\%\)

268,944
May Attendance (weekly average)

Attendance % Change from 2022
\(5\%\)
### Economic Indicators: Hotels

#### Occupancy Rate

- **85.2%** Occupancy Rate

#### Average Daily Rate

- **$277.65** Average Daily Rate

#### Occupancy % Change from 2022
- ▲ 7%

#### ADR % Change from 2022
- ▲ 13%

*Hotel data is updated on a month delay. This page refers to the month of April.*
82.3% Occupancy Rate

$69.68 Net Effective Rent

NER % Change from 2022 ▲12%