



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report May 2023



KEY INDICATORS



306,523
Average Daily Pedestrians



81%
Storefront Businesses are Open



46,110 SF
Total SF signed



85.2%
Hotel Occupancy





Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

Broadway

CRE

Retail



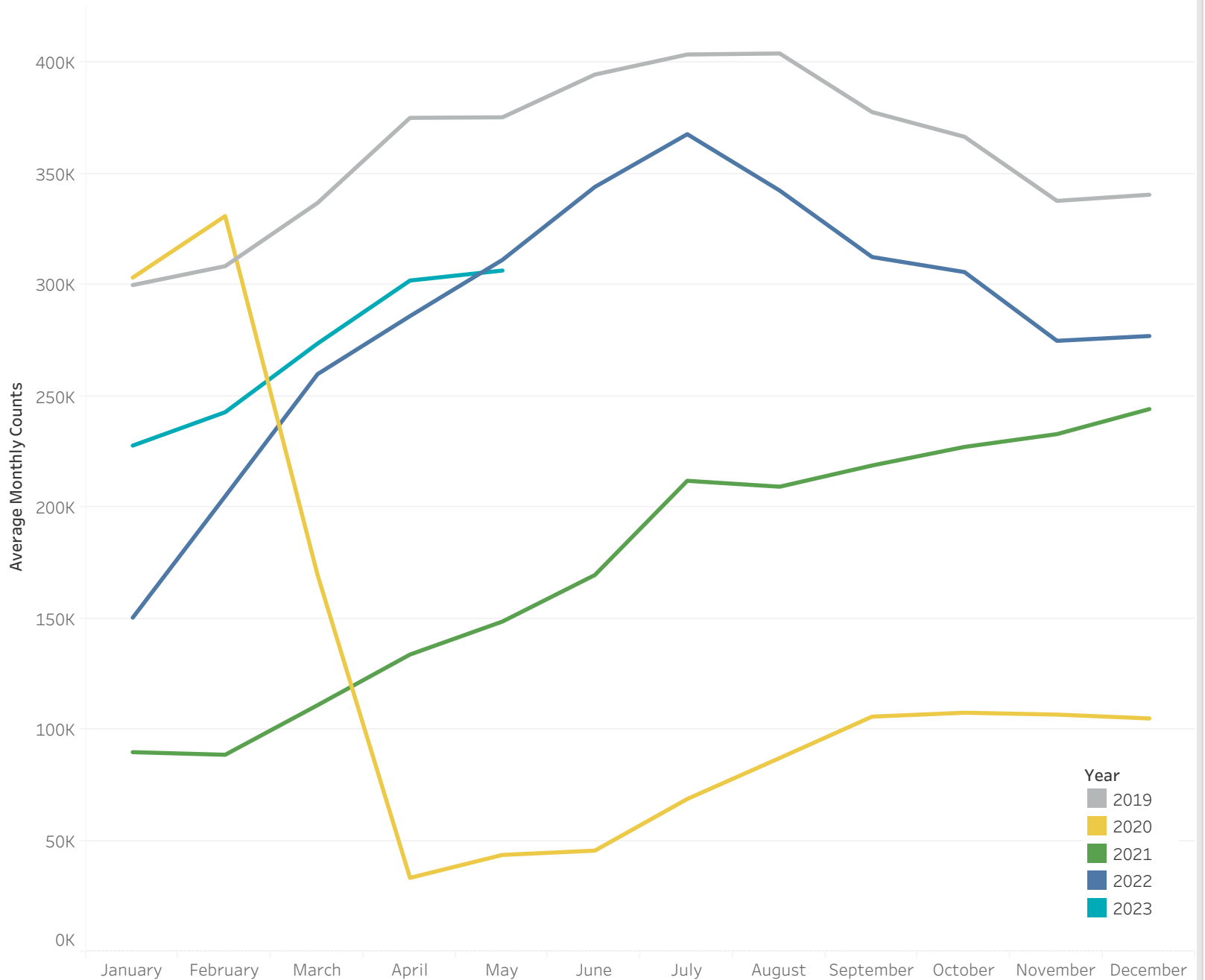
306,523
Average Daily
Pedestrians

% Change from 2022
▼ -2%

% Change from 2021
▲ 106%

% Change from 2019
▼ -18%

Average Daily Pedestrian Counts (Per Month)





Year

■ 2022

■ 2023

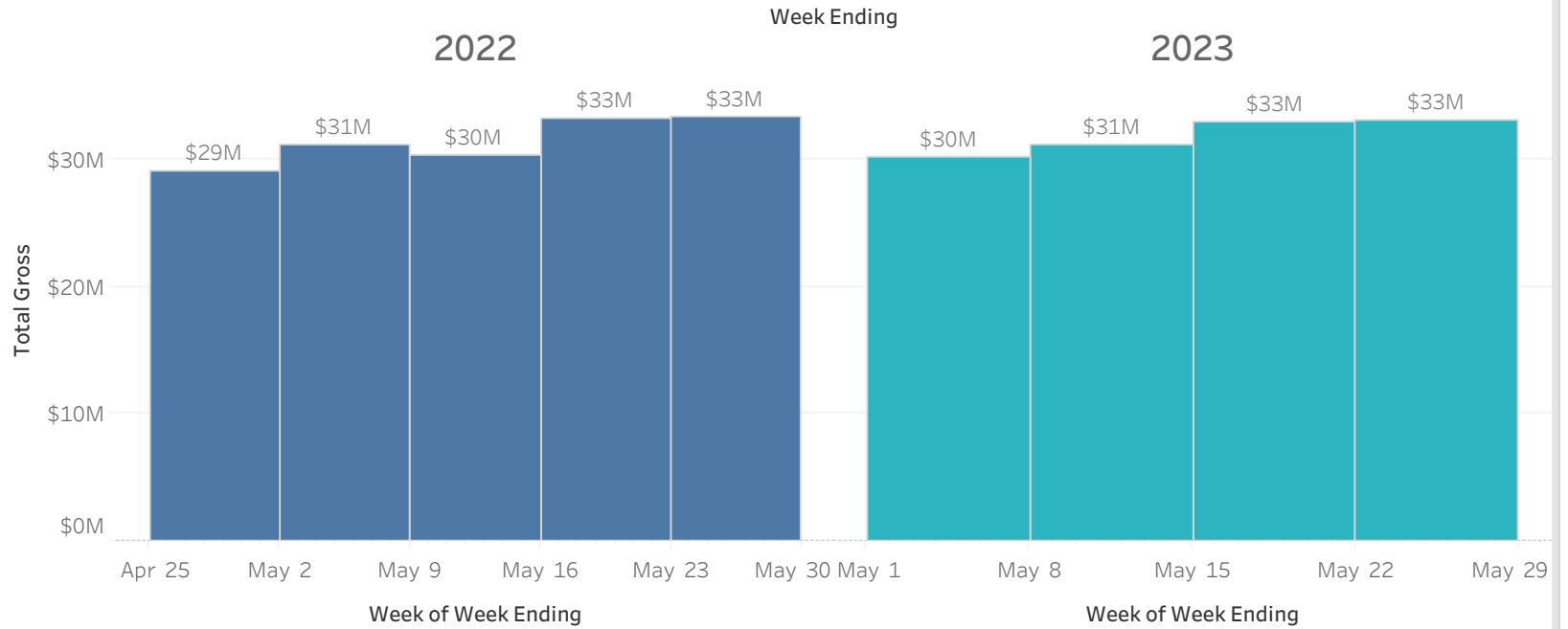
\$31.8 Million
May Sales (weekly average)

Sales % Change from 2022
▼ -1%

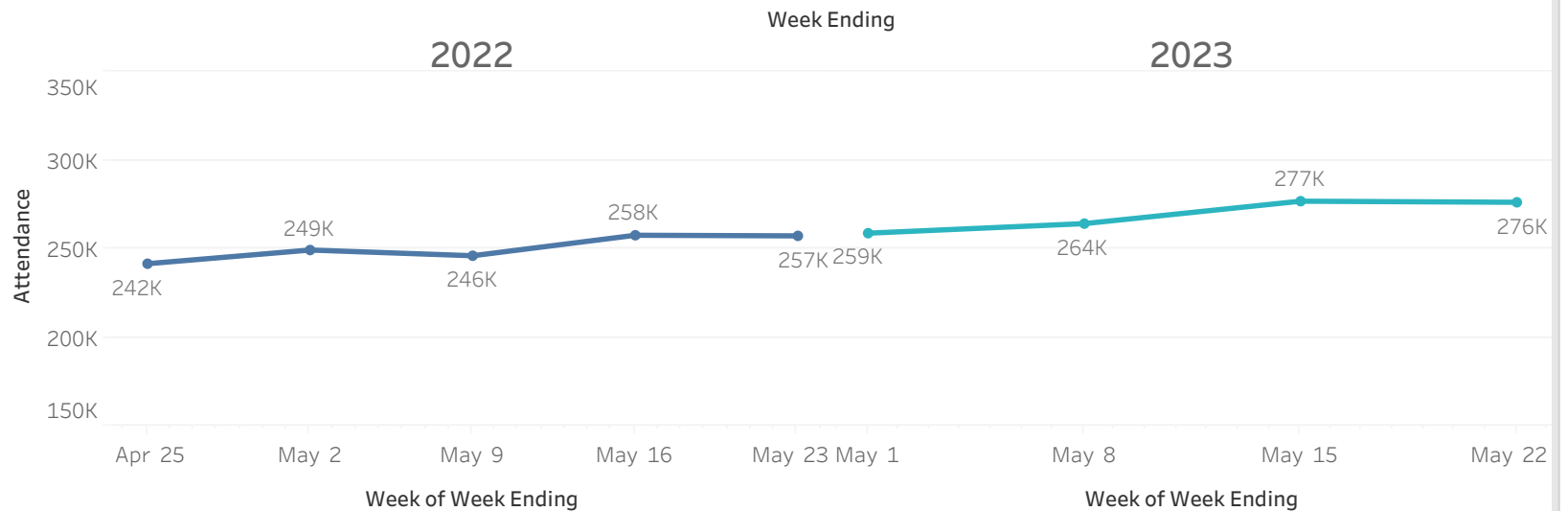
268,944
May Attendance
(weekly average)

Attendance % Change from 2022
▲ 5%

Weekly Broadway Gross Revenue



Weekly Broadway Attendance





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

Reporting Area

- Manhattan
- Midtown
- Times Square

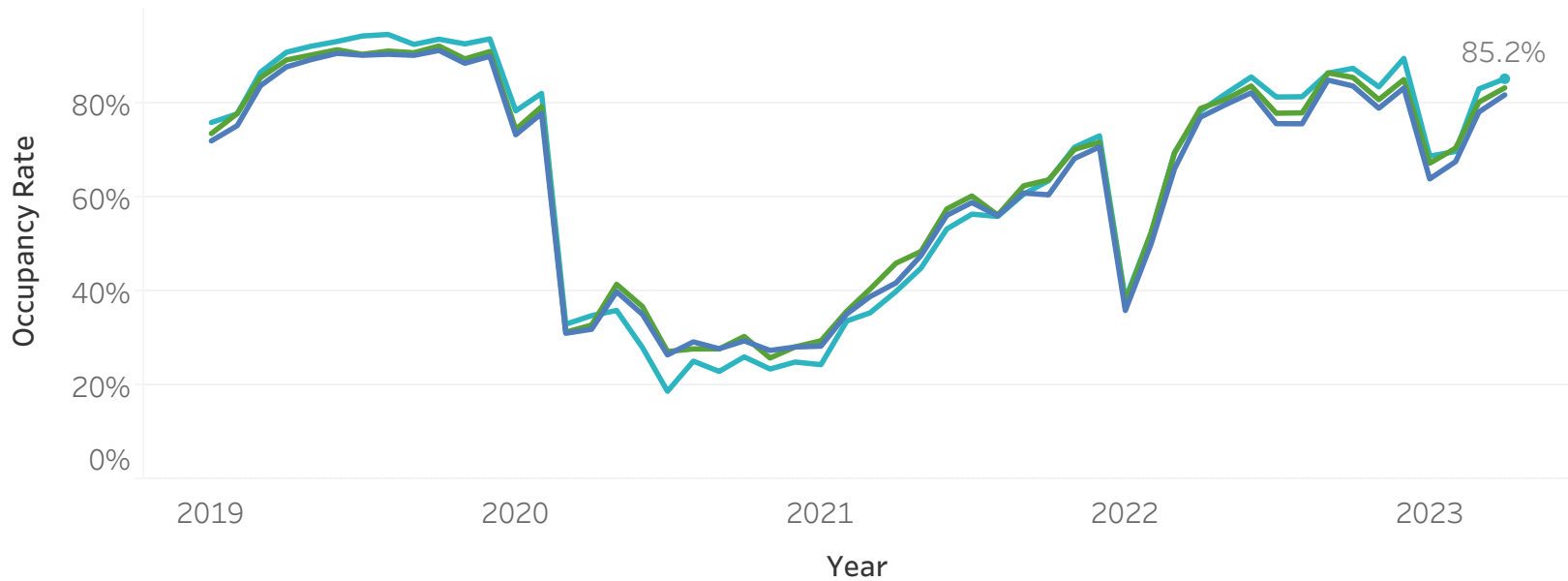
85.2%
Occupancy Rate

Occupancy % Change from 2022 April
▲ **7%**

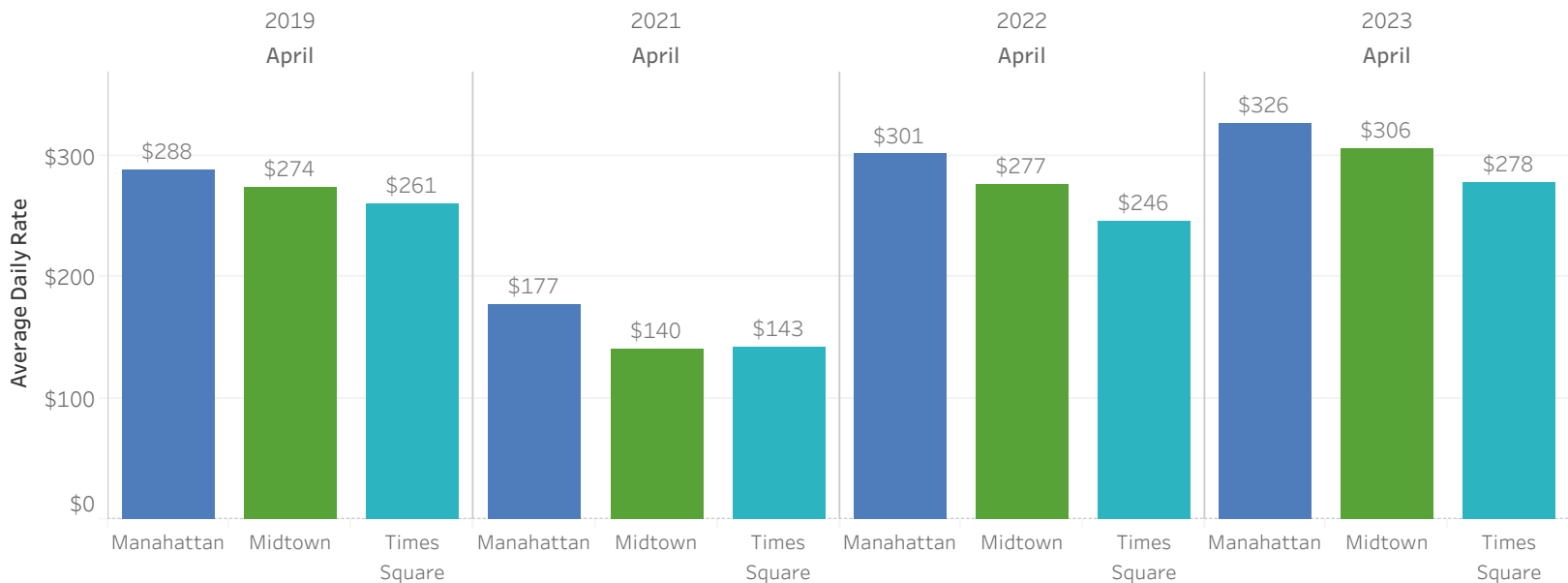
\$277.65
Average Daily Rate

ADR % Change from 2022 April
▲ **13%**

Occupancy



Average Daily Rate





Year

■ 2022

■ 2023

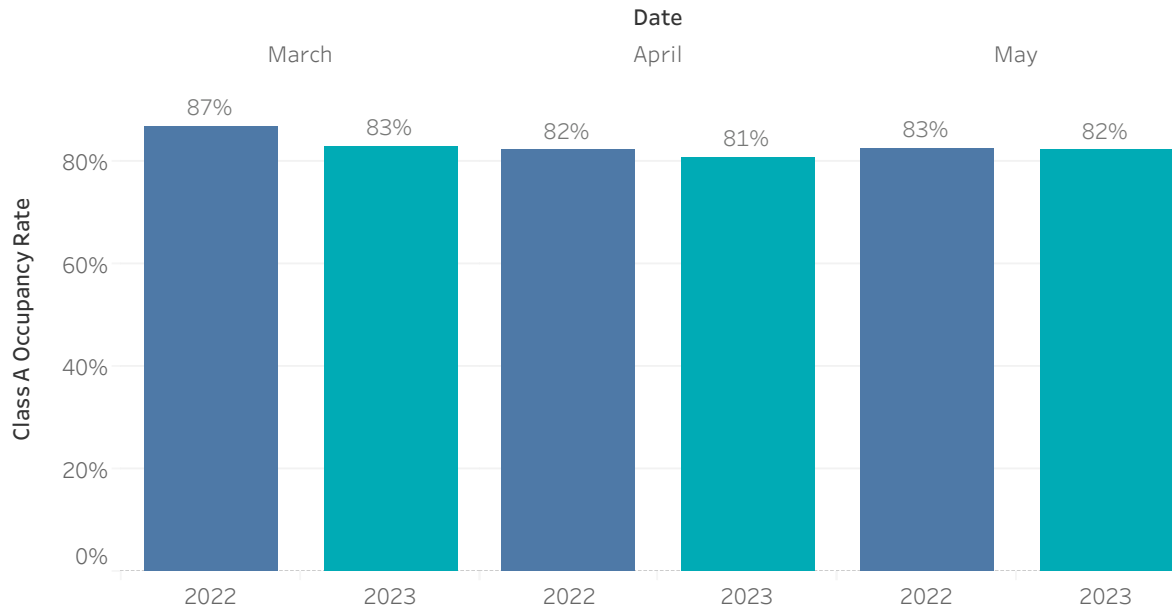
82.3%
Occupancy Rate

Occupancy % Change
from 2022
▼ 0%

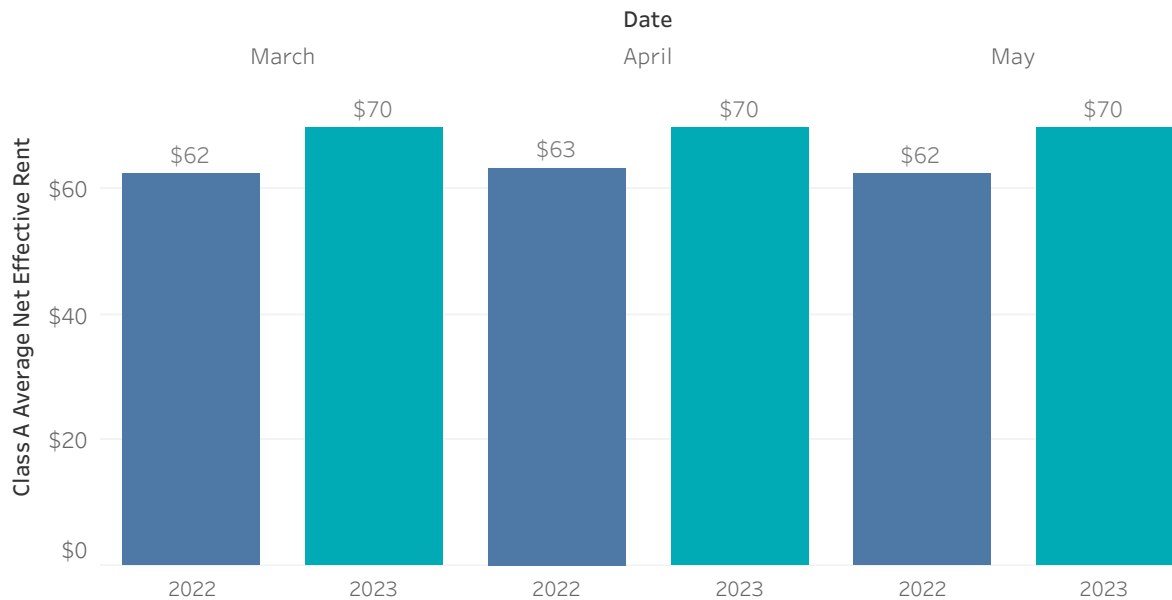
\$69.68
Net Effective Rent

NER % Change from 2022
▲ 12%

Occupancy



Net Effective Rent





Openings and Coming Soon

Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

16

Coming Soon

5

Open This Month

