



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report November 2022

KEY INDICATORS



274,912
Average Daily Pedestrians



83.6%
Storefront Businesses are Open



8,169 SF
Total SF signed



87.4%
Hotel Occupancy





Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

Broadway

CRE

Retail



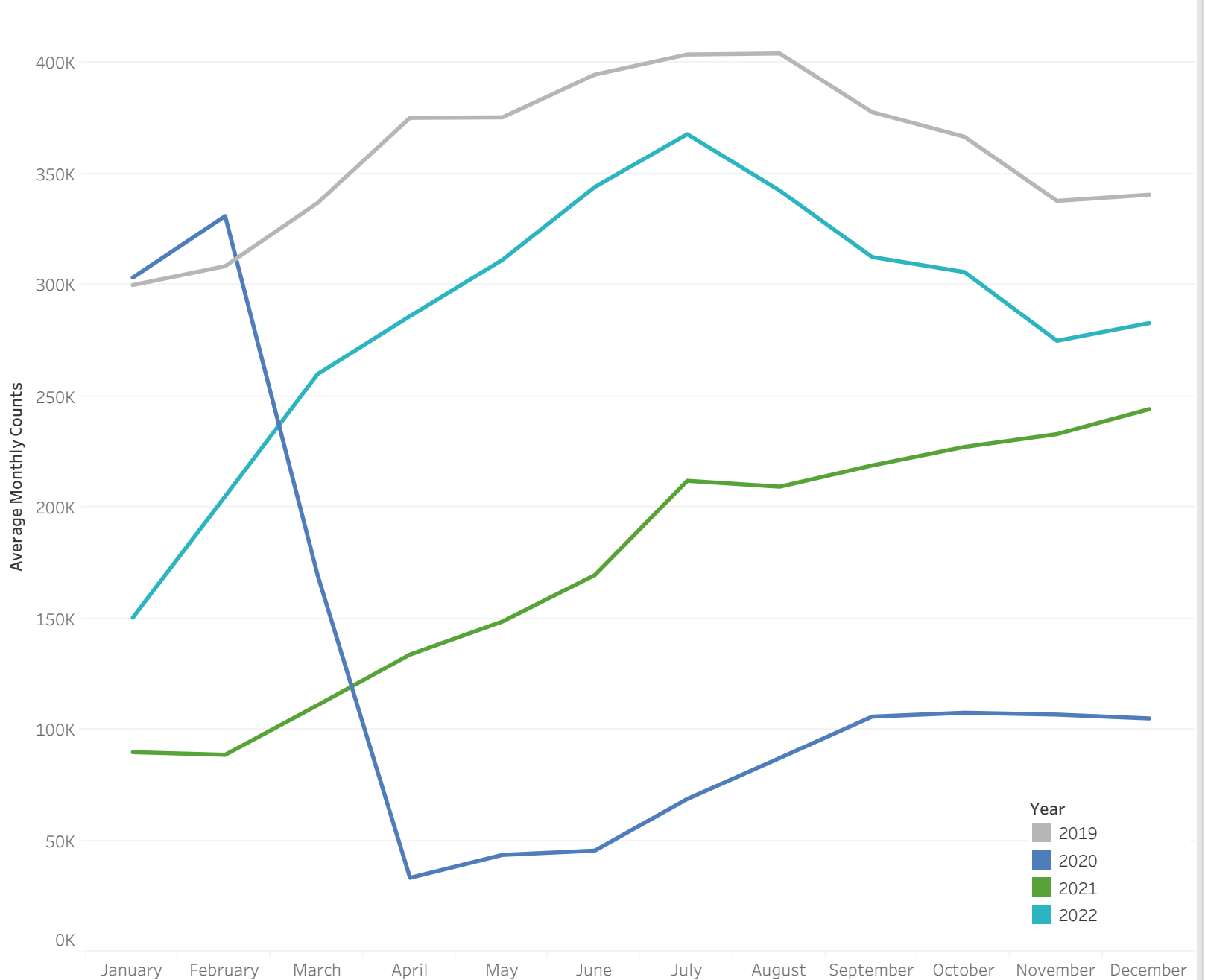
274,912
Average Daily
Pedestrians

% Change from 2021
▲ **18.0%**

% Change from 2020
▲ **157.5%**

% Change from 2019
▼ **-18.6%**

Average Daily Pedestrian Counts (Per Month)





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

Reporting Area

- Manhattan
- Midtown
- Times Square

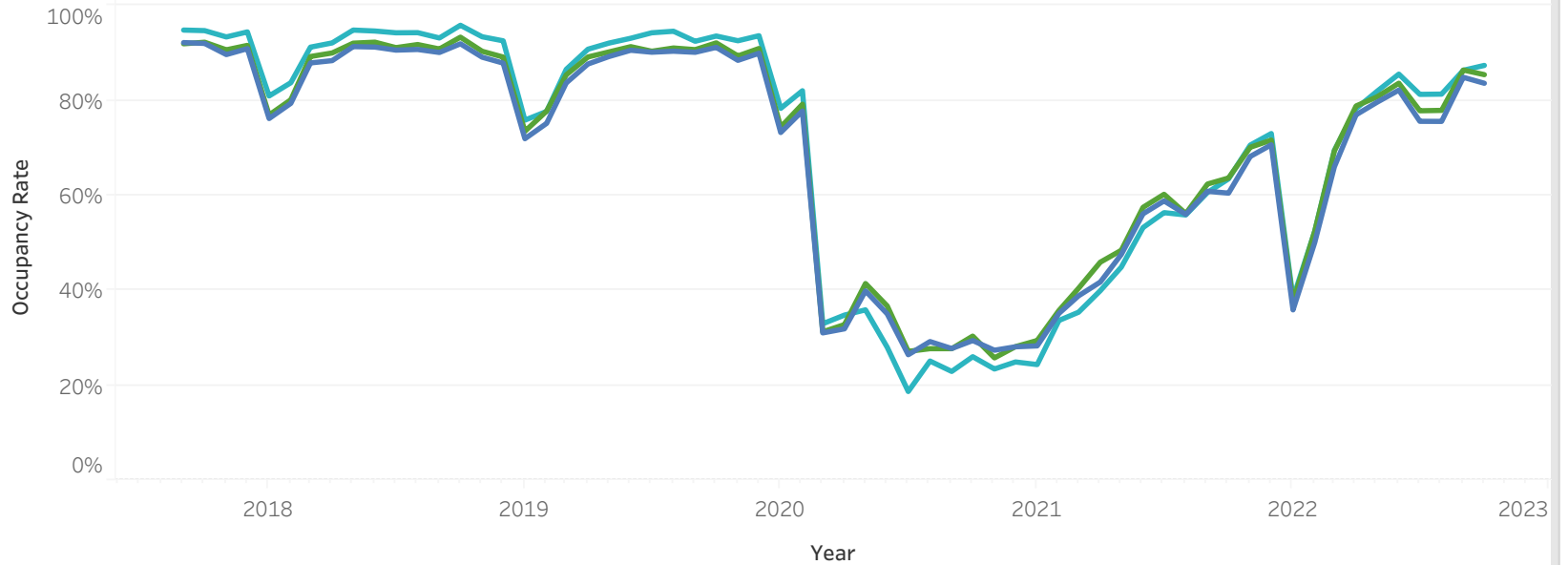
87.4%
Occupancy Rate

Occupancy % Change from 2019
▼ -6.2%

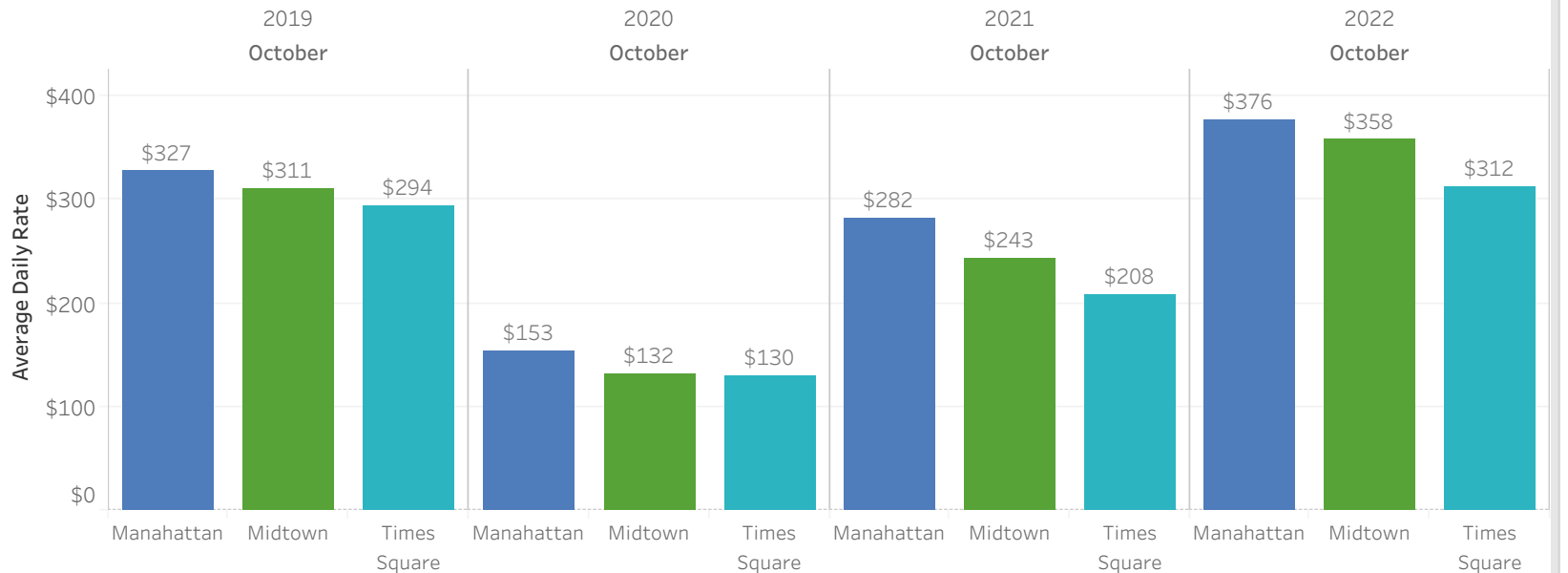
\$312.02
Average Daily Rate

ADR % Change from 2019
▲ 6.19%

Occupancy



Average Daily Rate





Year

- 2019
- 2022

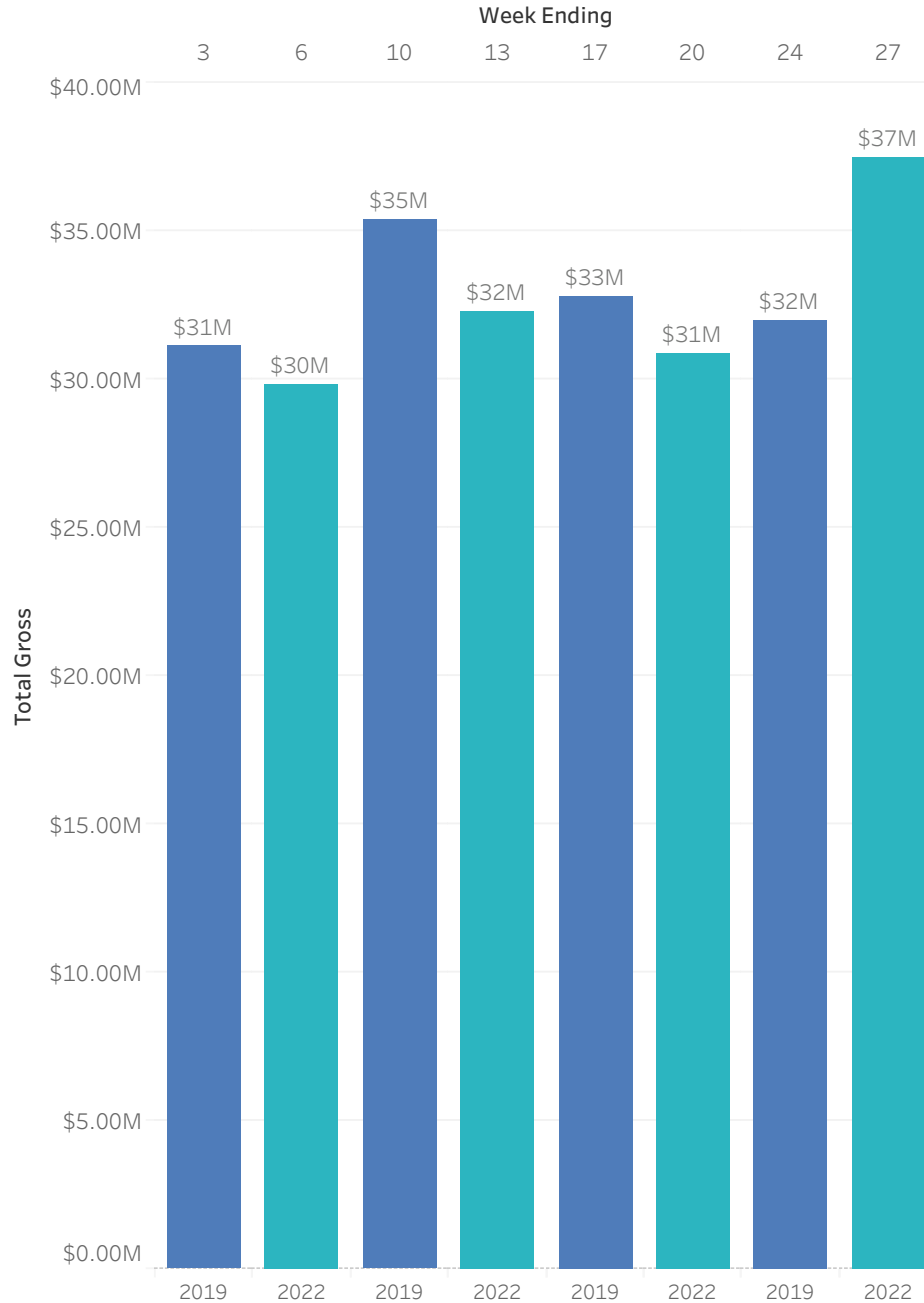
\$32.6 Million
November Sales
(weekly average)

Sales % Change from 2019
▼ **-0.64%**

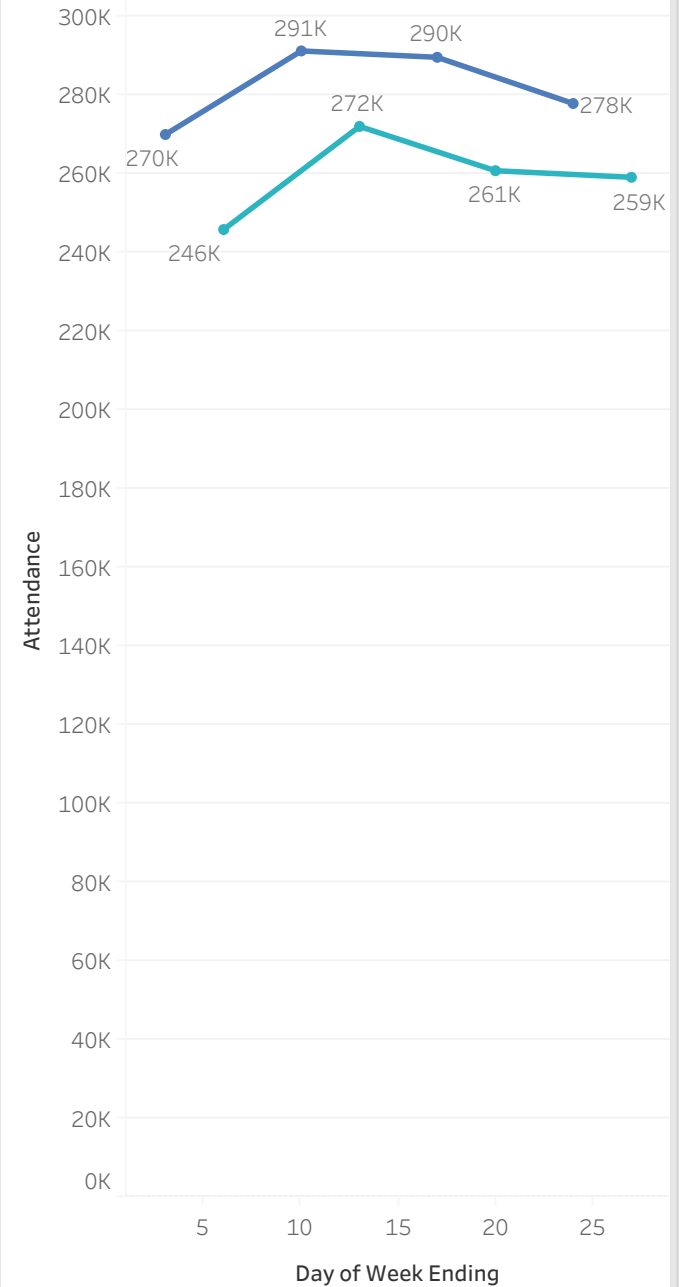
259,629
November Attendance
(weekly average)

Attendance % Change from
2019
▼ **-8.05%**

Weekly Broadway Gross Revenue



Weekly Broadway Attendance





Year

- 2019
- 2022

8,169 SF

Total SF Signed

1

Total Leases Signed

82.5%

Occupancy Rate

Occupancy % Change from 2019

▼ -9.6%

\$70.34

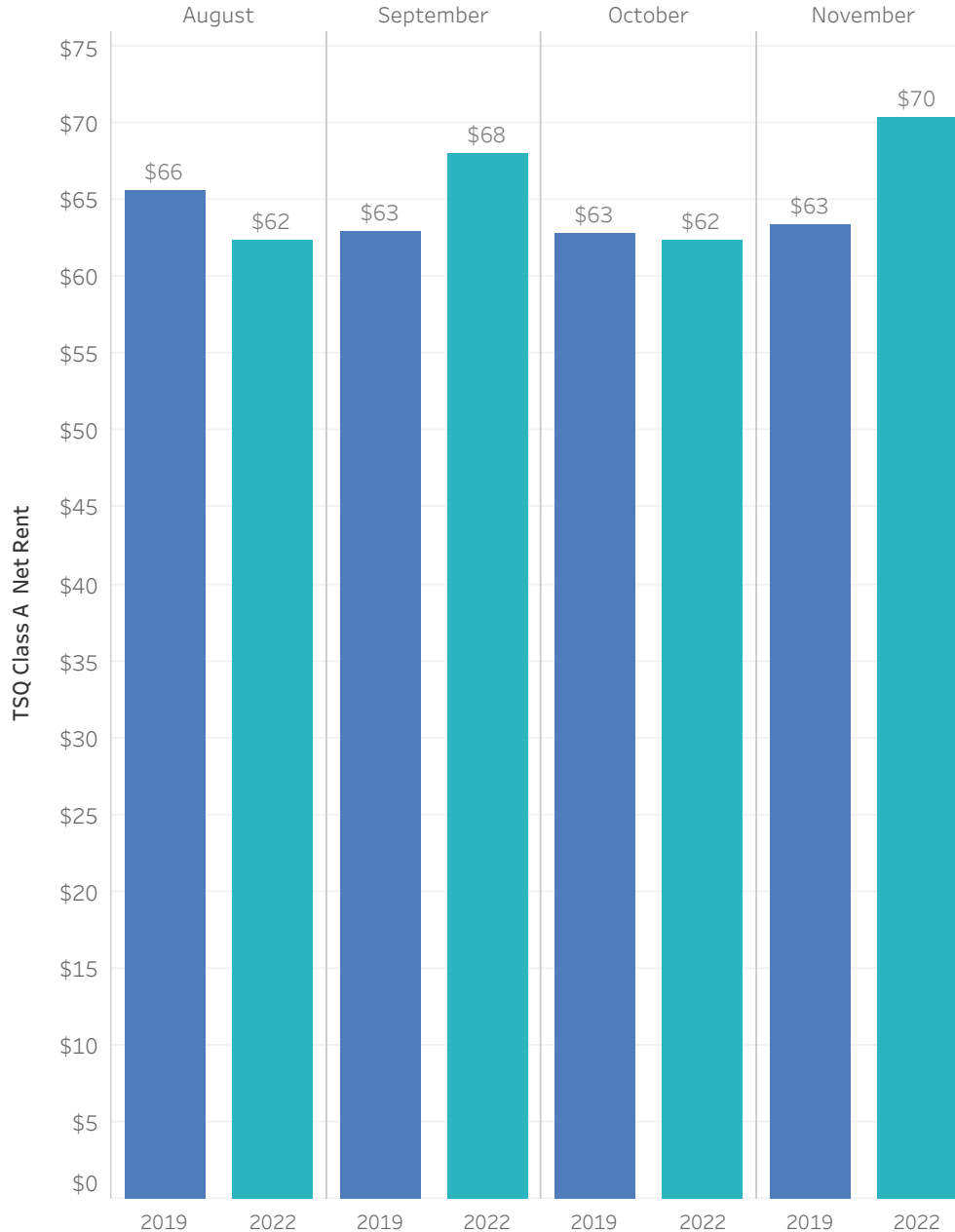
Net Effective Rent

NER % Change from 2019

▲ 10.95%

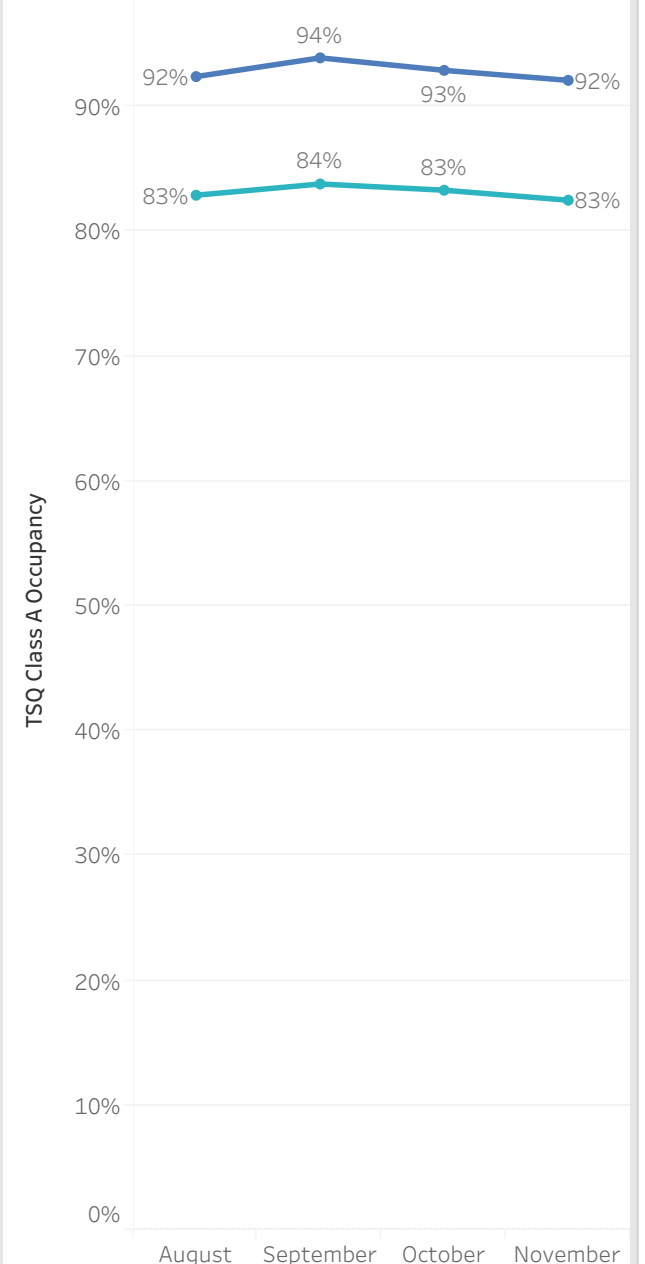
Net Effective Rent

Date



Occupancy

Date





Openings and Coming Soon

Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

16

Coming Soon

5

Open This Month

