



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report

November 2023

November activity unless otherwise indicated



KEY INDICATORS



254,511

November 2023 Average Daily
Pedestrians



84%

Storefront Businesses are Open



134,711 SF

Total Signed Leas..

30,842 SF Subleased

103,869 SF Direct



85.9%

October 2023 Hotel Occupancy





Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

Broadway

CRE

Retail



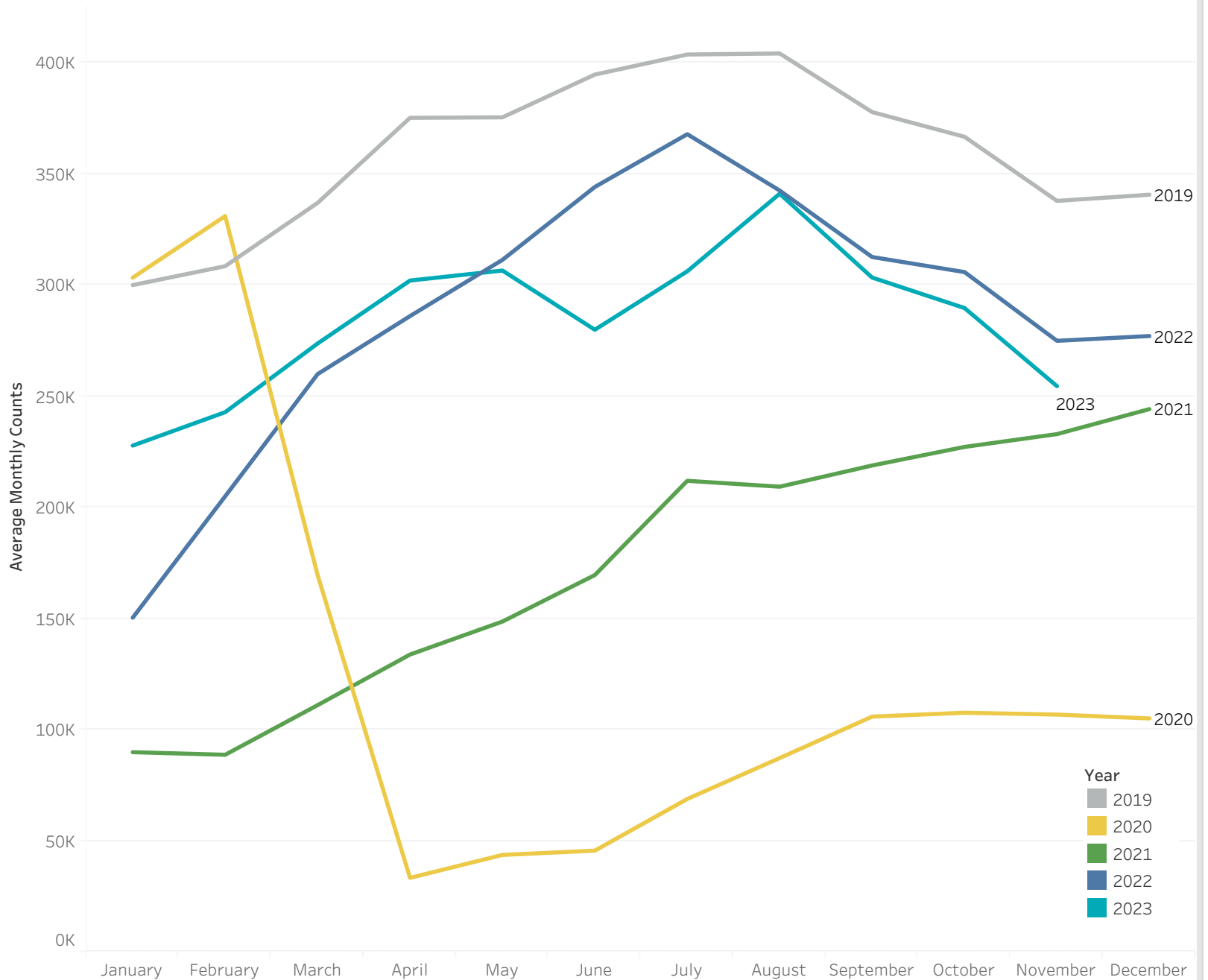
254,511
November 2023
Average Daily
Pedestrians

% Change from 2022
▼ -7%

% Change from 2021
▲ 9%

% Change from 2019
▼ -25%

Average Daily Pedestrian Counts (Per Month)





Year

■ 2022

■ 2023

\$29.3 Million

November 2023 Sales
(weekly average)

Sales % Change from 2022

▼ -10%

229,016

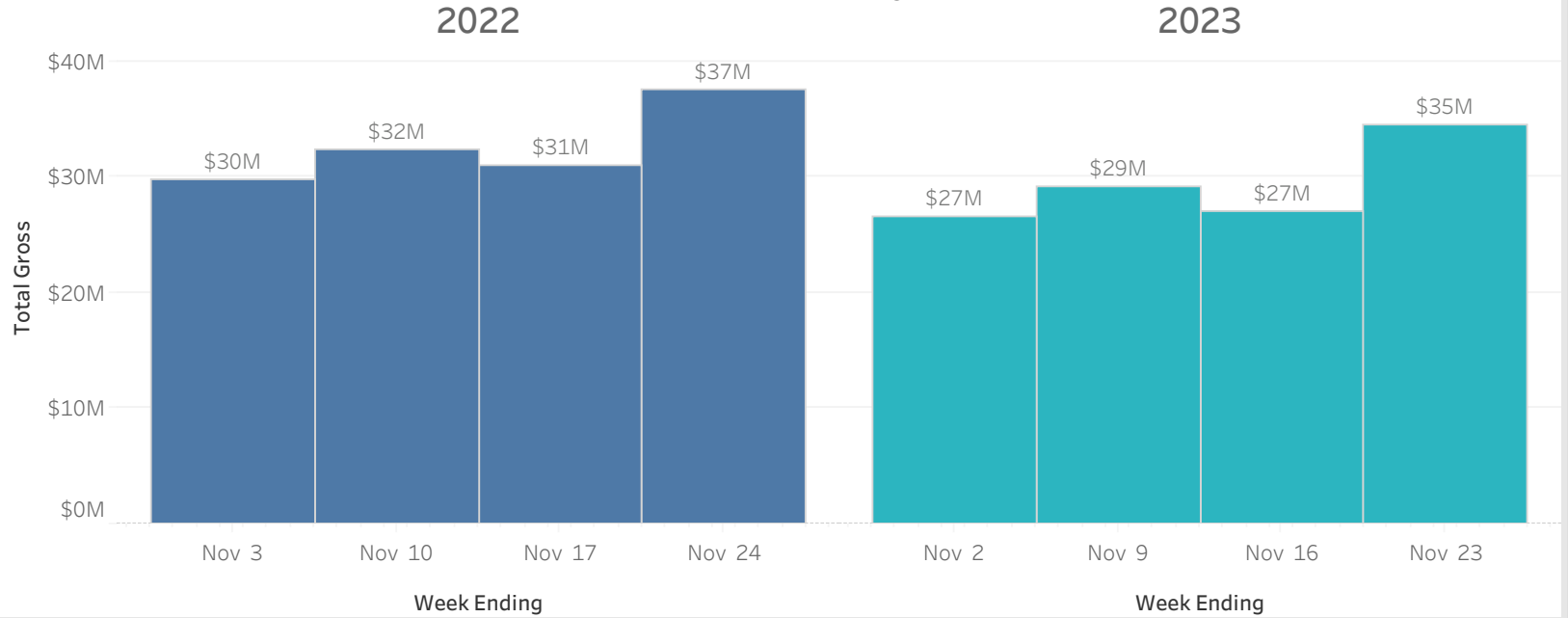
November 2023
Attendance (weekly
average)

Attendance % Change from
2022

▼ -12%

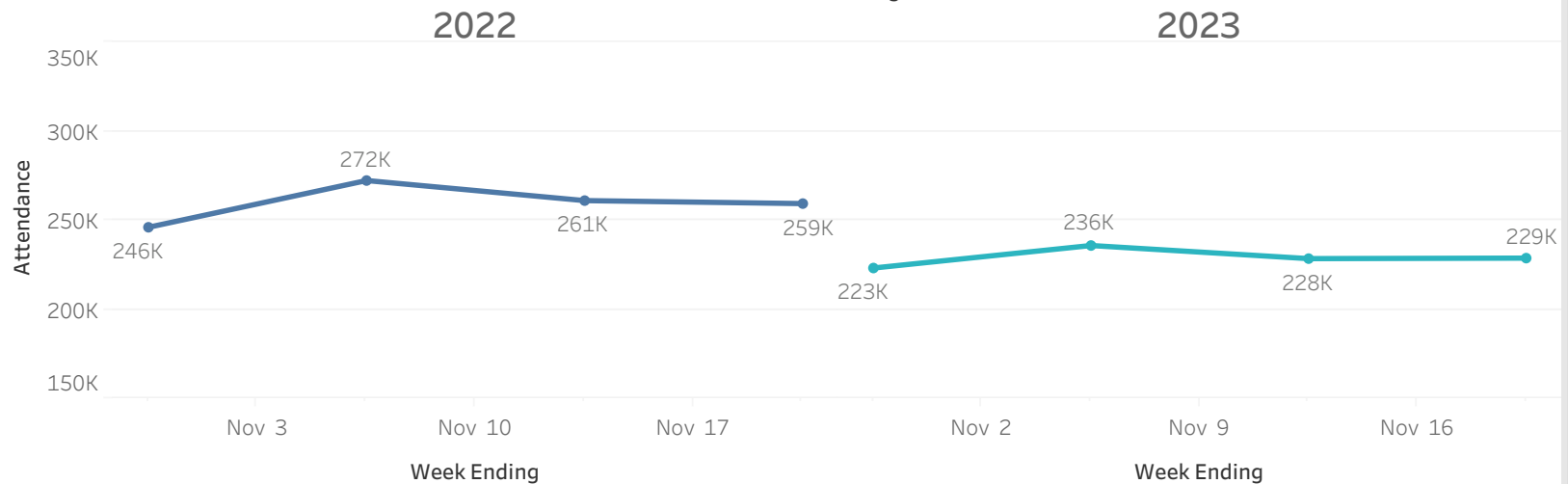
Weekly Broadway Gross Revenue

Week Ending



Weekly Broadway Attendance

Week Ending





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

Reporting Area

- Manhattan
- Midtown
- Times Square

85.9%

October 2023
Occupancy Rate

Occupancy % Change from 2022

▼ **-1%**

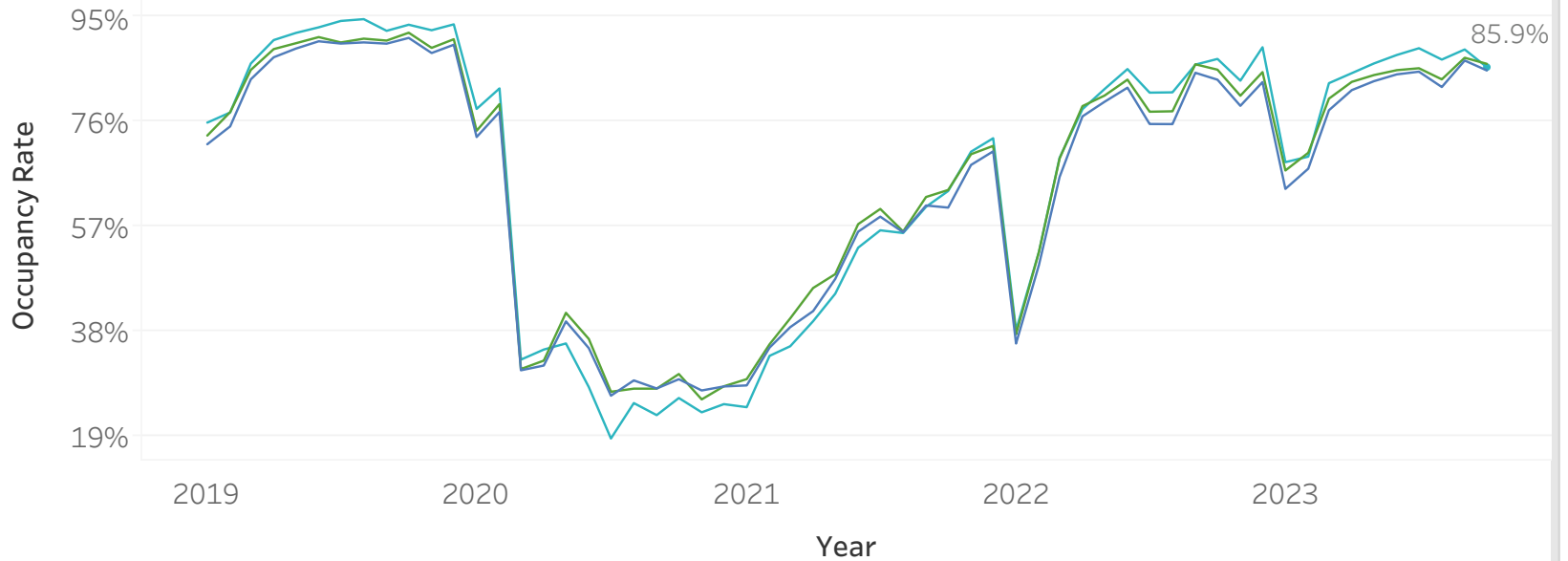
\$333.40

October 2023
Average Daily Rate
(ADR)

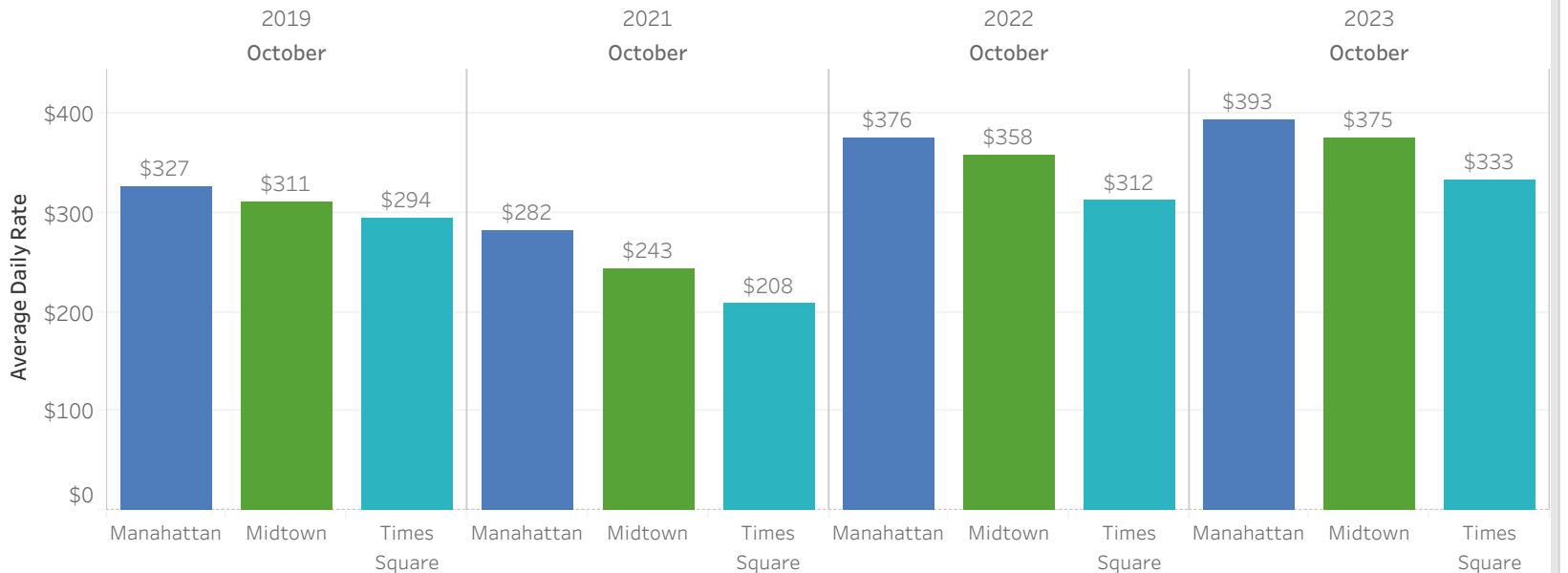
ADR % Change from 2022

▲ **7%**

Occupancy



Average Daily Rate (ADR)





Year

2022

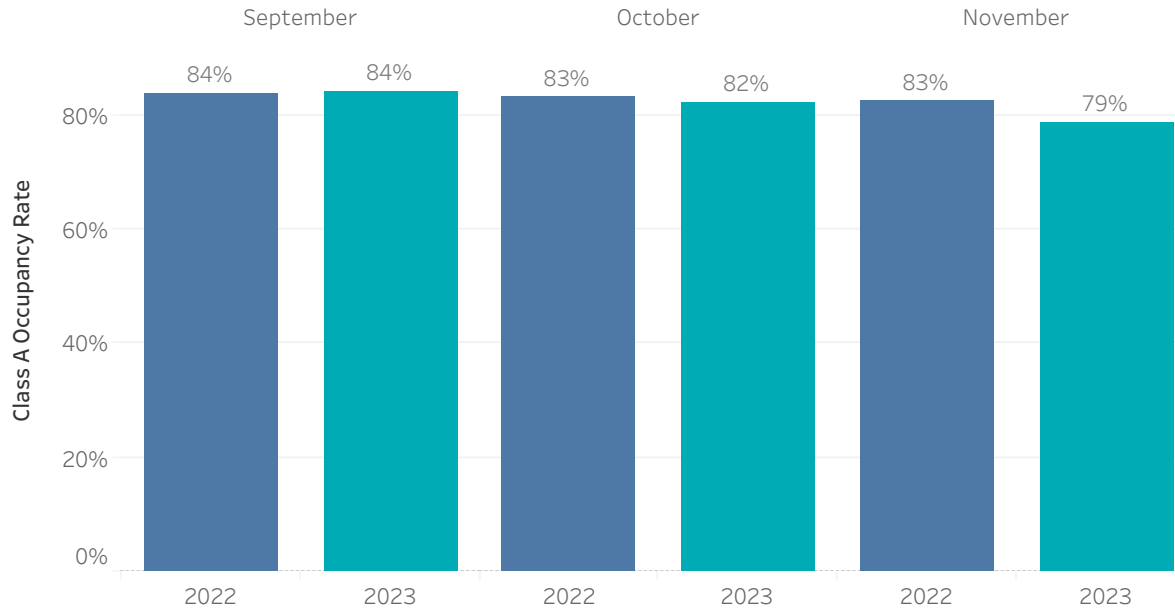
2023

78.7%

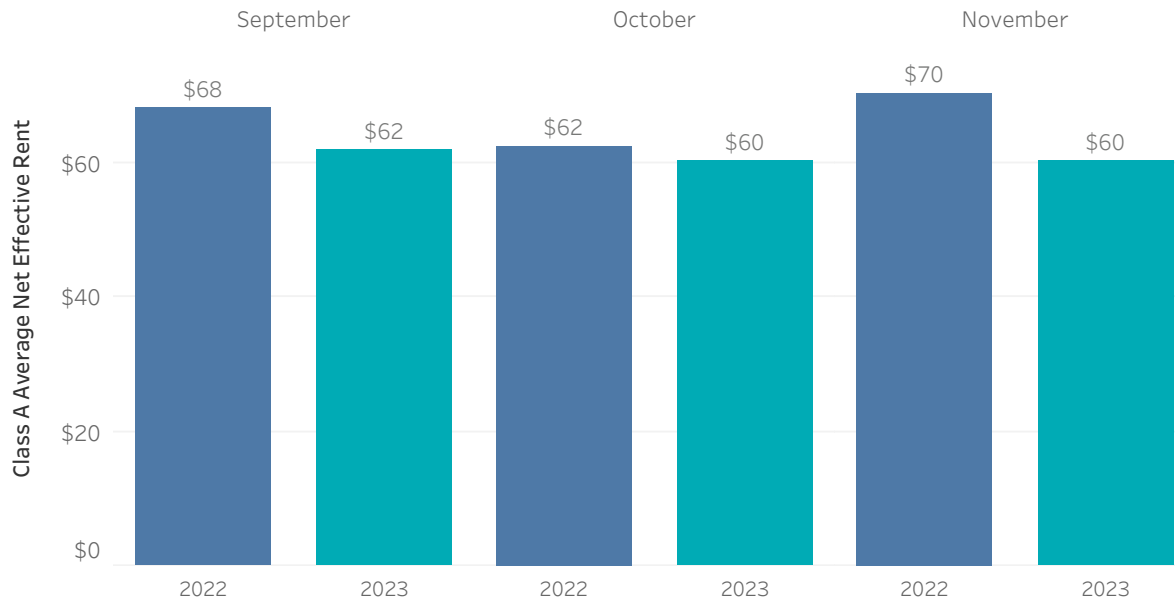
November 2023
Occupancy Rate

Occupancy % Change
from 2022
▼ -4%

Occupancy



Net Effective Rent (NER)



\$60.20
Net Effective Rent
(NER)

NER % Change from 2022
▼ -14%





Openings and Coming Soon

Type

◆ Food & Beverage

Status

■ Coming Soon

■ Open

6

Coming Soon

3

Open This Month

