October By the Numbers
Monthly Key Economic Indicators

- **83.6%** of storefront businesses open in Times Square

- **305,886** Average Daily Visitors to Times Square

- **86.4%** Average Hotel Occupancy in September

- **32,150** Total SF Leased in Times Square

### Average Daily Visitors
Pedestrian Count

This month, Times Square pedestrian traffic averaged **305,886** people per day, up **34.6%** from October 2021. October’s pedestrian average was 16.6% below October 2019.

Pedestrian counts in October peaked at 370,416 daily visitors on Sunday, October 16th.

### Storefronts
Vacancy

- **83.6%** of storefronts in Times Square were occupied this month, a 1% increase with September. **3%** of storefronts are prospectively occupied.
In October, Times Square Class A occupancy slightly decreased to **83.3%**. Midtown Class A occupancy also slightly decreased to **84.9%**.

Times Square’s net effective rent decreased by $6 to **$62.35** per square foot in October. Midtown net effective rent slightly increased to **$78.27**.

There were **2** new leases in October totaling **32,150 SF**. One lease of 4,214 SF was signed at 120 W 45th St, and one lease of 27,936 SF was signed at 1540 Broadway.

Hotel occupancy in Times Square increased by 5% in September to **86.3%**. Average daily rate increased by $93 to **$316** per night, surpassing the same month in 2019 by $26.

Midtown and Manhattans’ occupancy rates nearly matched Times Square’s at 86.4% and 84.9% respectively, with average daily rates of $377 and $398.
In October, Broadway attendance and sales averaged **225,924** visitors and **$28.4 million** per week. This was an increase of 29,260 visitors and $4.08 million from September’s weekly average.

Season-to-date gross sales reached $639,970,601 and season-to-date attendance reached 5,030,438 at the end of October, accumulating over the course of 4,667 performances. Several shows were in previews this month, including *Almost Famous*, *Kimberly Akimbo*, and *KPOP*.

A historic theatre was renamed after Lena Horne this month, the first Black woman to have a Broadway theatre named in her honor.
In October, **2 new businesses** opened in Times Square, including Ground Central Coffee Company at 135 W 51st Street, and Five Below at 259 W 42nd Street.

In coming months, we look forward to the anticipated opening of **20 new businesses**, including Kitchen 46 and Mermaid Inn.