# Times Square Alliance

## Monthly Economic Indicator Report

**October 2023**

<table>
<thead>
<tr>
<th>KEY INDICATORS</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrians</td>
<td>289,655</td>
</tr>
<tr>
<td>Storefront Businesses are Open</td>
<td>84%</td>
</tr>
<tr>
<td>Total Signed Leases</td>
<td>0 SF</td>
</tr>
<tr>
<td>September Hotel Occupancy</td>
<td>89.1%</td>
</tr>
</tbody>
</table>
289,655
October Average Daily Pedestrians

% Change from 2022
▼ -5%

% Change from 2021
▲ 28%

% Change from 2019
▼ -21%

Average Daily Pedestrian Counts (Per Month)
$26.4 Million
October 2023 Sales (weekly average)

Sales % Change from 2022
▼ -5%

215,622
October 2023 Attendance (weekly average)

Attendance % Change from 2022
▼ -3%
Hotel data is updated on a month delay. This page refers to the month of September.

**Occupancy Rate**

- **2019 September**
- **2020 September**
- **2021 September**
- **2022 September**
- **2023 September**

**Average Daily Rate**


**Economic Indicators**

- **Hotels**
- **Pedestrians**
- **Broadway**
- **CRE**
- **Retail**
Openings and Coming Soon

**Type**
- Food & Beverage
- Hotel
- Retail

**Status**
- Coming Soon
- Open

- Coming Soon 7
- Open This Month 7

- NYY Steak Private Event Space
- Home2 Suite
- Anita Gelato
- Gift Shop
- Bravo Pizza
- Din Tai Fung
- Grab n' Go Deli (at Kimpton Hotel)
- Dunkin’
- Skechers
- Cake Boss
- Planet Hollywood
- Chicken Guy
- Marine Handroll

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