September By the Numbers
Monthly Key Economic Indicators

1,220,977
Broadway tickets sold

377,813
Average daily pedestrian count in Times Square

47,289
Total SF leased in Times Square

1 new store
Opened in Times Square

Rumors of War, artist Kehinde Wiley's first monumental public sculpture, will be on display in Times Square from September 27th to December 1st.

Average Daily Visitors
Pedestrian Count

Pedestrian counts fell slightly between August and September as the summer season came to a close.

In September 2019, the average daily pedestrian count was 377,813, a 4.2% decrease from September 2018.

Pedestrian counts reached their peak at 409,636 people on Friday, September 13.

Source: Springboard
For the third consecutive month, Times Square’s Class A commercial office occupancy rate stayed consistent at 94%, remaining slightly higher than Midtown’s rate of 91%.

In Times Square, the average price per square foot in September, $63, represents a slight decline from from August. The average price per square foot in Midtown fell to $72.

In August, average daily room rates in Times Square fell by 3.2% from 2018 to $225. Similarly, average daily rates in the Midtown and Manhattan submarkets declined by 2% each.

Occupancy rates in all markets remained relatively unchanged compared to 2018. However, at an occupancy rate of 94.6%, Times Square continues to outpace the Midtown and Manhattan markets, with occupancy rates of 91.1% and 90.4% respectively.
This month, Broadway ticket sales decreased by 2.3% while attendance rose by 0.7% compared to September 2018.

In total, 33 Broadway shows played this month. Additionally, 10 new shows opened including The Lightning Thief, The Rose Tattoo, and Freestyle Love Supreme.

Sea Wall/A Life starring Tom Sturridge and Jake Gyllenhaal ended its Broadway run at the Hudson Theatre on September 29th.
This month, we celebrated the opening of Modern TeaShop at 300 W 49th Street. In the coming months, we look forward to the opening of thirteen new food and retail shops.