



Pedestrians

Hotels

Broadway

CRE

Retail

# Times Square Alliance Monthly Economic Indicator Report September 2023



## KEY INDICATORS



**303,368**  
September Average Daily Pedestrians



**84%**  
Storefront Businesses are Open



**0 SF**  
Total Signed Leases



**87.3%**  
Hotel Occupancy





# Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

Broadway

CRE

Retail



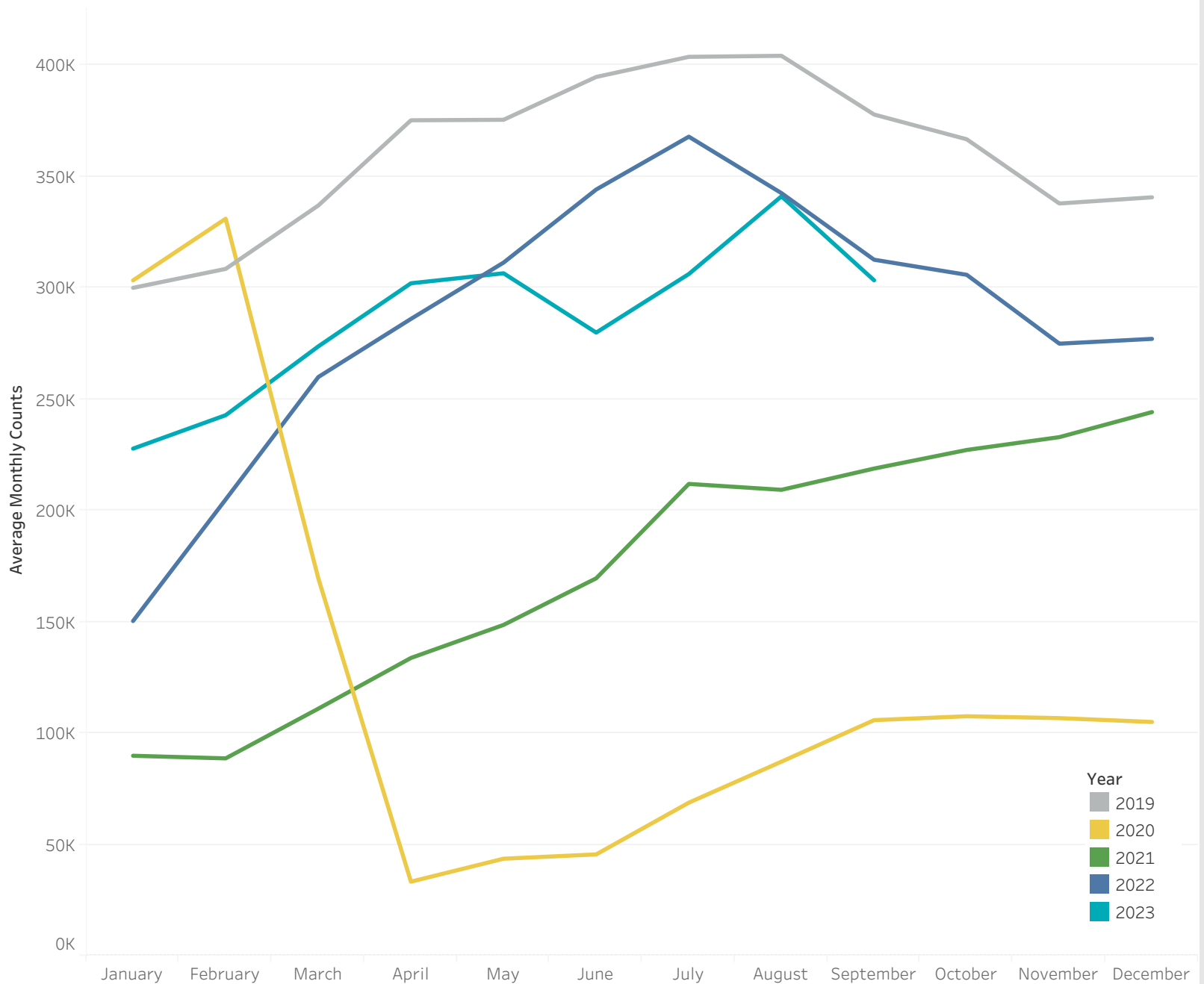
**303,368**  
September Average  
Daily Pedestrians

% Change from 2022  
▼ -3%

% Change from 2021  
▲ 39%

% Change from 2019  
▼ -20%

## Average Daily Pedestrian Counts (Per Month)





Year

■ 2022

■ 2023

**\$22.9 Million**  
September 2023 Sales  
(weekly average)

Sales % Change from 2022

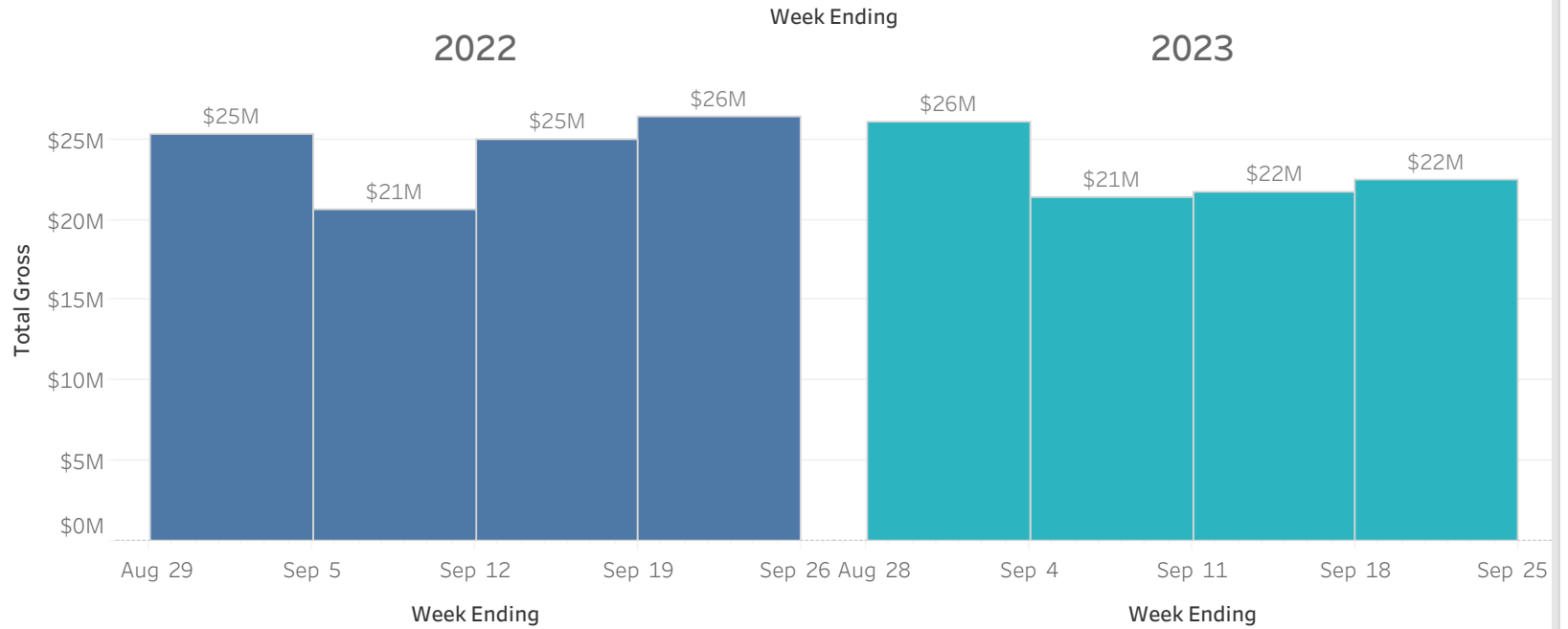
▼ -9%

**200,224**  
September 2023  
Attendance (weekly  
average)

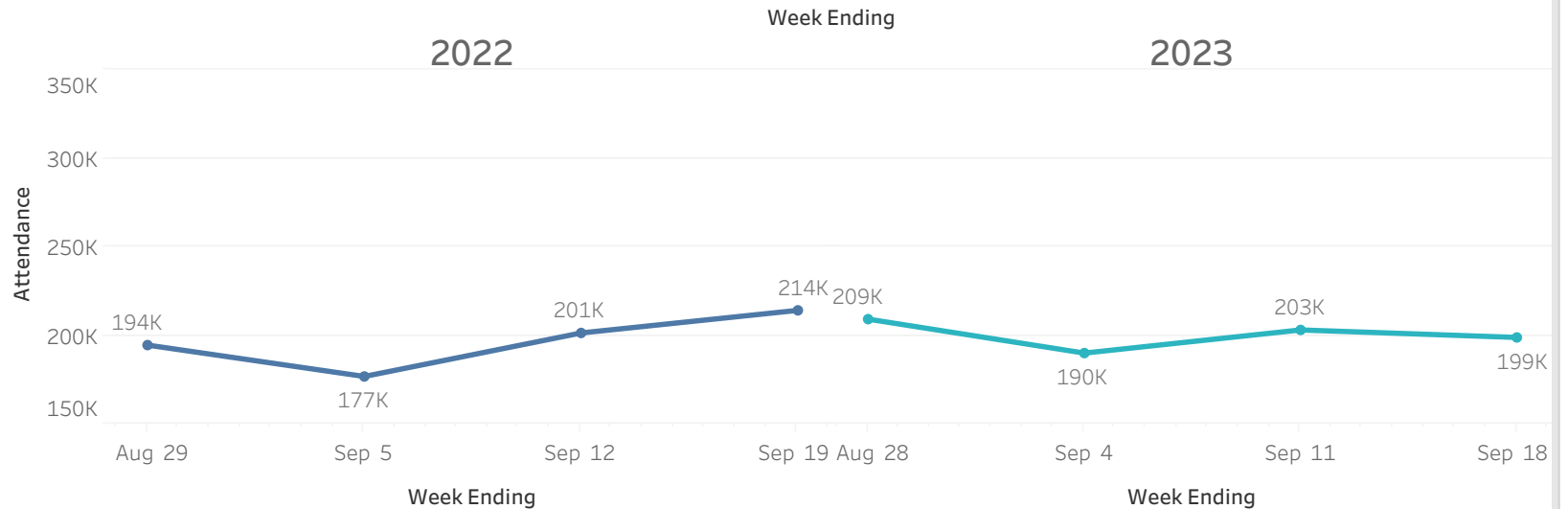
Attendance % Change from  
2022

▲ 1%

## Weekly Broadway Gross Revenue



## Weekly Broadway Attendance





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

### Reporting Area

- Manhattan
- Midtown
- Times Square

## 87.3%

August 2023  
Occupancy Rate

Occupancy % Change from 2022

▲ 6%

## \$243.22

August 2023 Average  
Daily Rate (ADR)

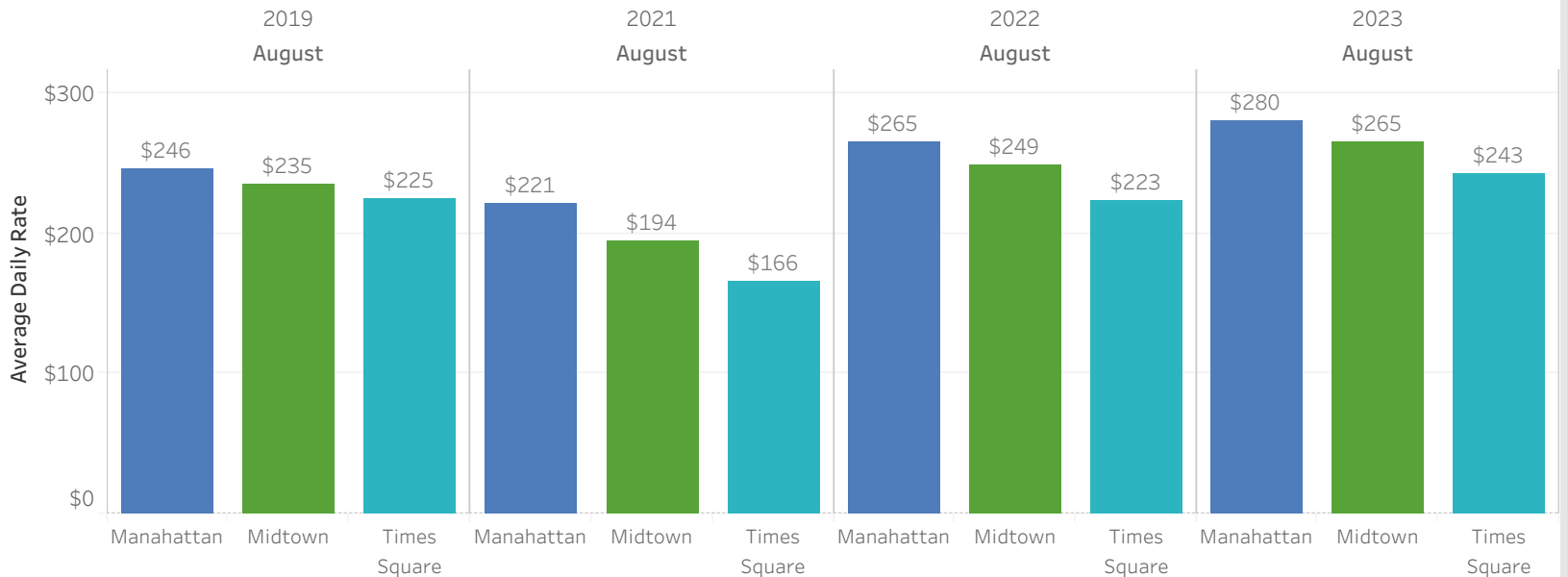
ADR % Change from 2022

▲ 9%

## Occupancy



## Average Daily Rate (ADR)





Year

■ 2022

■ 2023

## 84.1%

September 2023  
Occupancy Rate

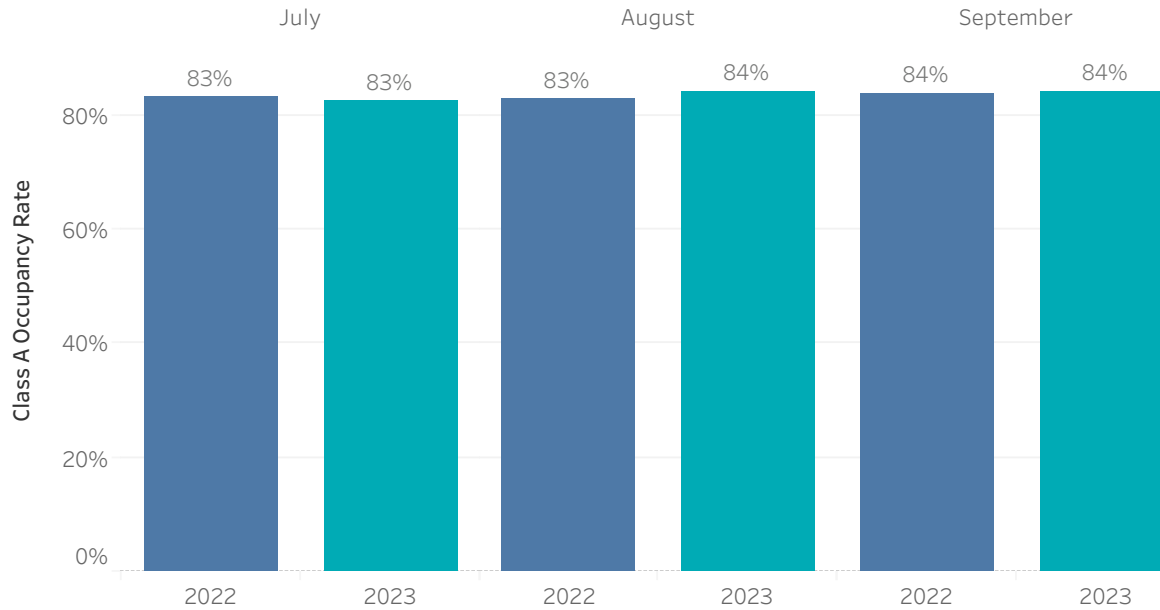
Occupancy % Change  
from 2022  
▲ 0%

## \$58.99

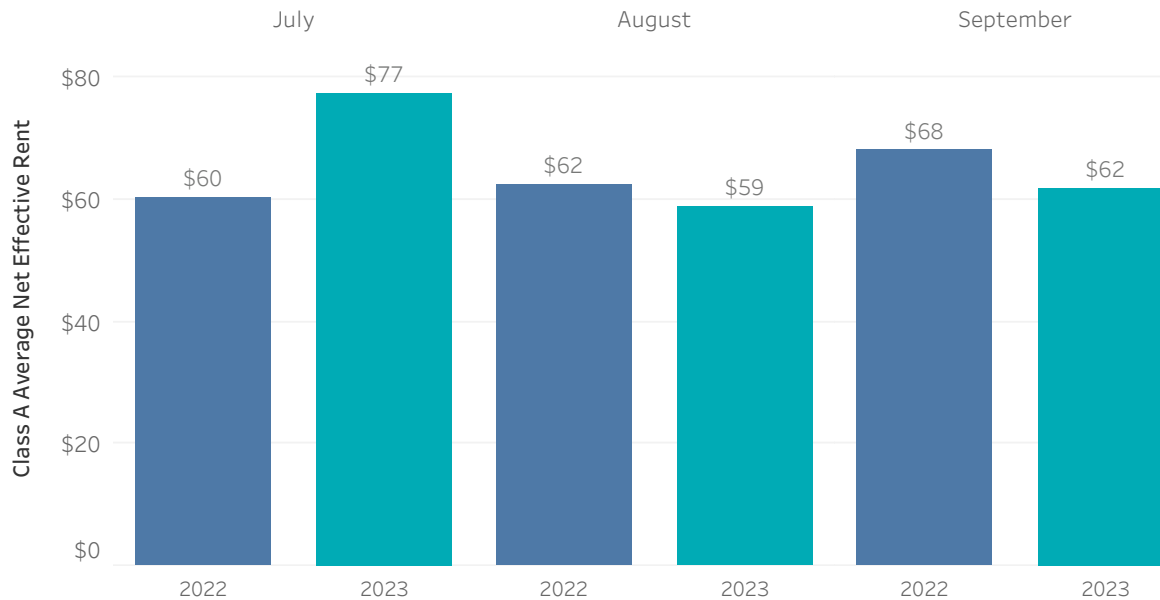
Net Effective Rent  
(NER)

NER % Change from 2022  
▼ -9%

## Occupancy



## Net Effective Rent





## Openings and Coming Soon

### Type

- Entertainment
- ◆ Food & Beverage
- + Hotel
- ★ Retail

### Status

- Coming Soon
- Open

7

Coming Soon

11

Open This Month

