Despite seasonal trends, Broadway sales and attendance were very strong in September relative to last year.

*Source: The Broadway League*

Times Square hotels continue to maintain some of the highest occupancy rates in the city. Average daily rates are on par with those of last year and have nearly caught up to 2015 levels. Additionally, Times Square revenue per room continues to exceed that of Midtown hotels.

*Source: STR*

September’s average daily pedestrian count is down slightly compared to August and this time last year. This month, Times Square reached a peak daily count of 384,503 people on Friday, September 22.

*Source: Springboard*

Times Square Class A occupancy rates and average price per square foot remained stable this month at 93% and $59/SF, respectively. *

*Source: CoStar, Compstak*

*Beginning in December 2016, the Alliance changed their methodology calculating Class A commercial rents. The reported number is now a six-month moving average of net effective rents.*
For questions about retail or office changes in Times Square, contact Marianne Vernetson at mvernetson@TimesSquareNYC.org