



Pedestrians

Hotels

Broadway

CRE

Retail

# Times Square Alliance Monthly Economic Indicator Report April 2023



## KEY INDICATORS



**302,028**  
Average Daily Pedestrians



**81%**  
Storefront Businesses are  
Open



**100,940 SF**  
Total SF signed



**83.0%**  
Hotel Occupancy







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

### Reporting Area

- Manhattan
- Midtown
- Times Square

**83.0%**  
Occupancy Rate

Occupancy % Change from 2022  
**▲ 14%**

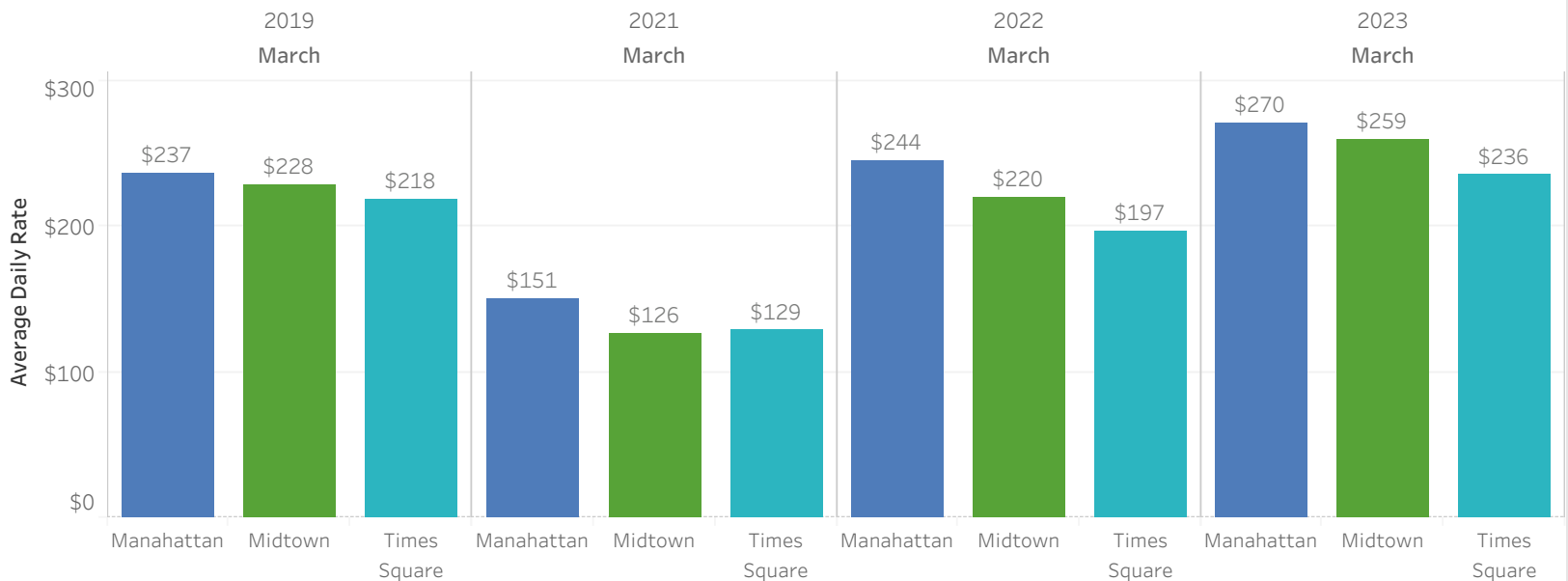
**\$235.61**  
Average Daily Rate

ADR % Change from 2022  
**▲ 20%**

## Occupancy



## Average Daily Rate





Year

2022

2023

\$35.0 Million  
April Sales (weekly average)

Sales % Change from 2022

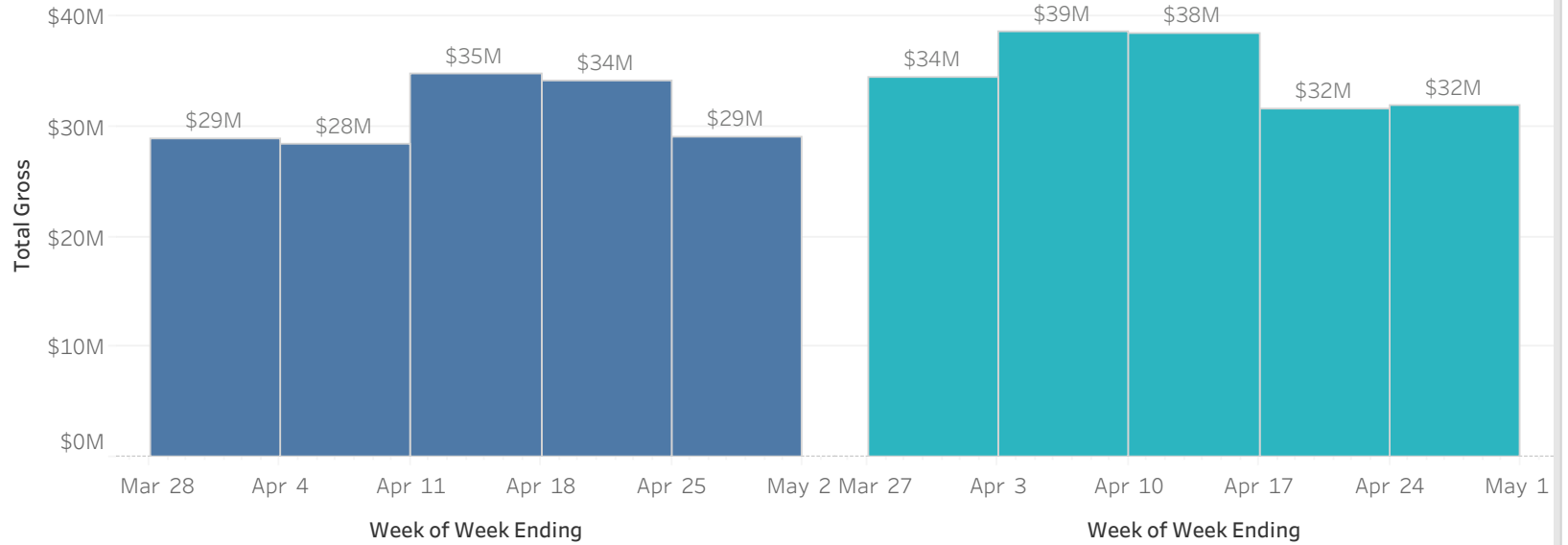
▲ 11%

### Weekly Broadway Gross Revenue

Week Ending

2022

2023

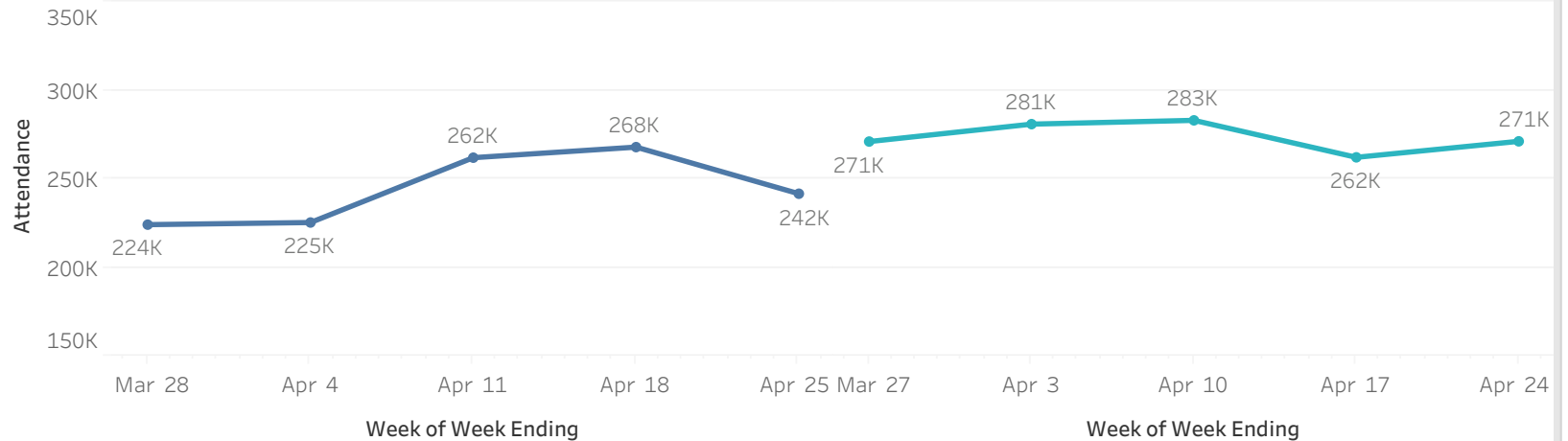


### Weekly Broadway Attendance

Week Ending

2022

2023



273,537  
April Attendance  
(weekly average)

Attendance % Change from 2022

▲ 12%



Year

■ 2022

■ 2023

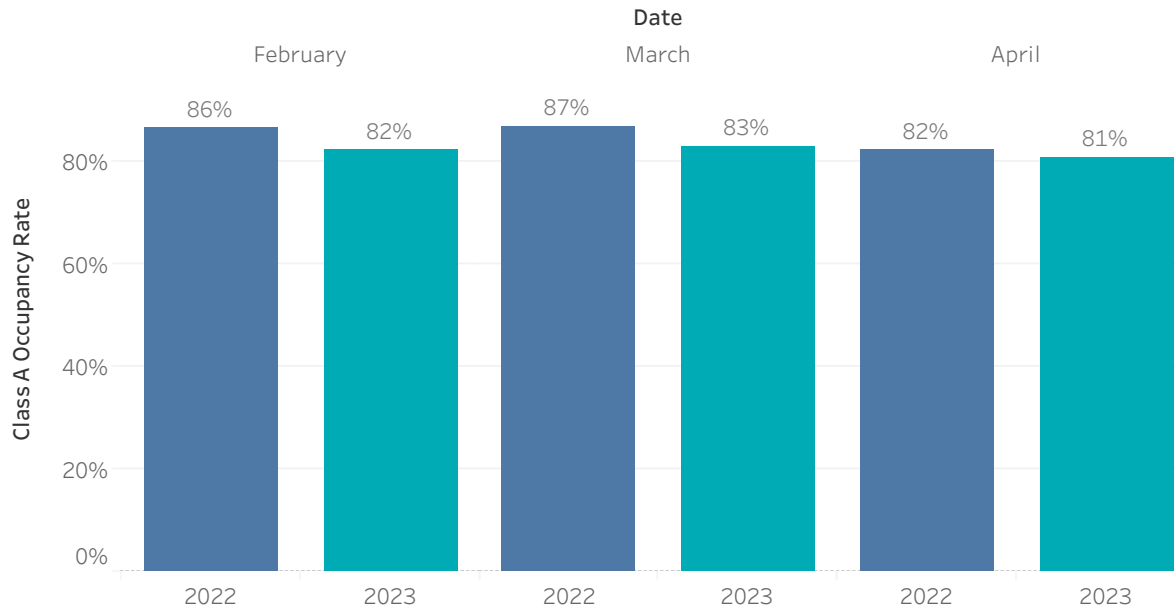
**80.7%**  
Occupancy Rate

Occupancy % Change  
from 2022  
▼ -2%

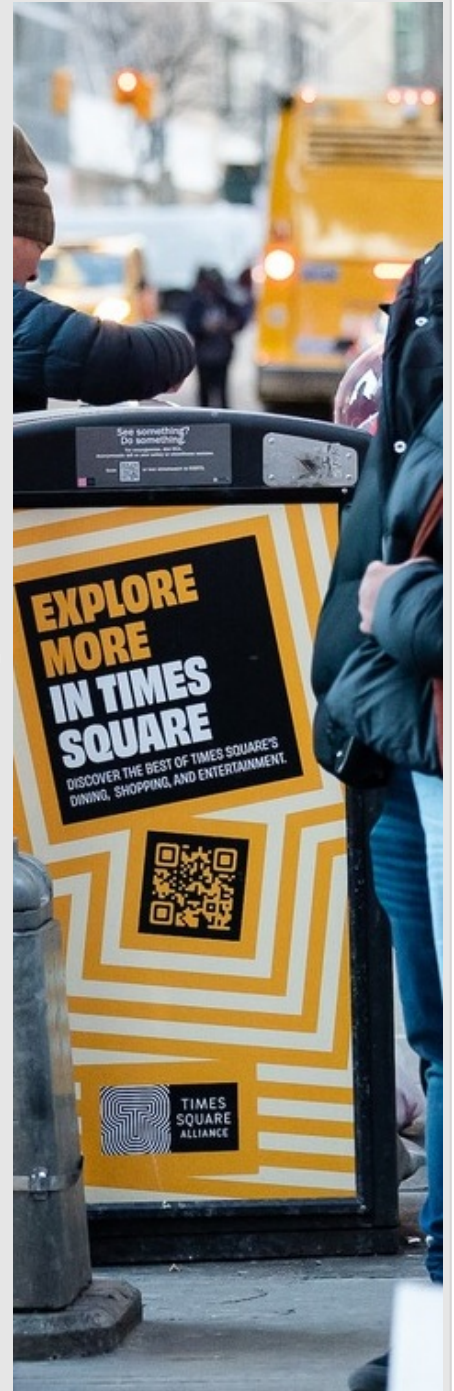
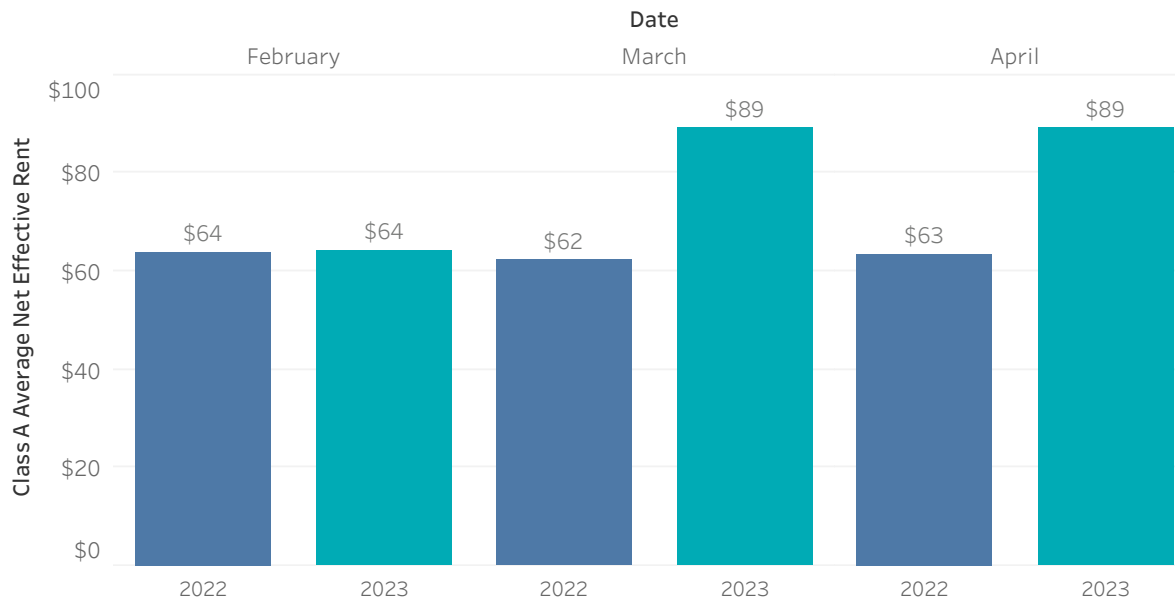
**\$89.12**  
Net Effective Rent

NER % Change from 2022  
▲ 41%

## Occupancy



## Net Effective Rent





## Openings and Coming Soon

### Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

### Status

- Coming Soon
- Open

17

Coming Soon

6

Open This Month

