

Times Square Alliance Monthly Economic Indicator Report

April 2024

April activity unless otherwise indicated



KEY INDICATORS



242,355

April 2024 Average Daily Pedestrians



84%

Storefront Businesses are Open



54,010 SF

Total Signed SF

54,010 SF Direct

0 SF Subleased



85.2%

March 2024 Hotel Occupancy





Year

■ 2023

■ 2024

\$36.8 Million

April 2024 Sales
(weekly average)

Monthly Sales % Change
from 2023

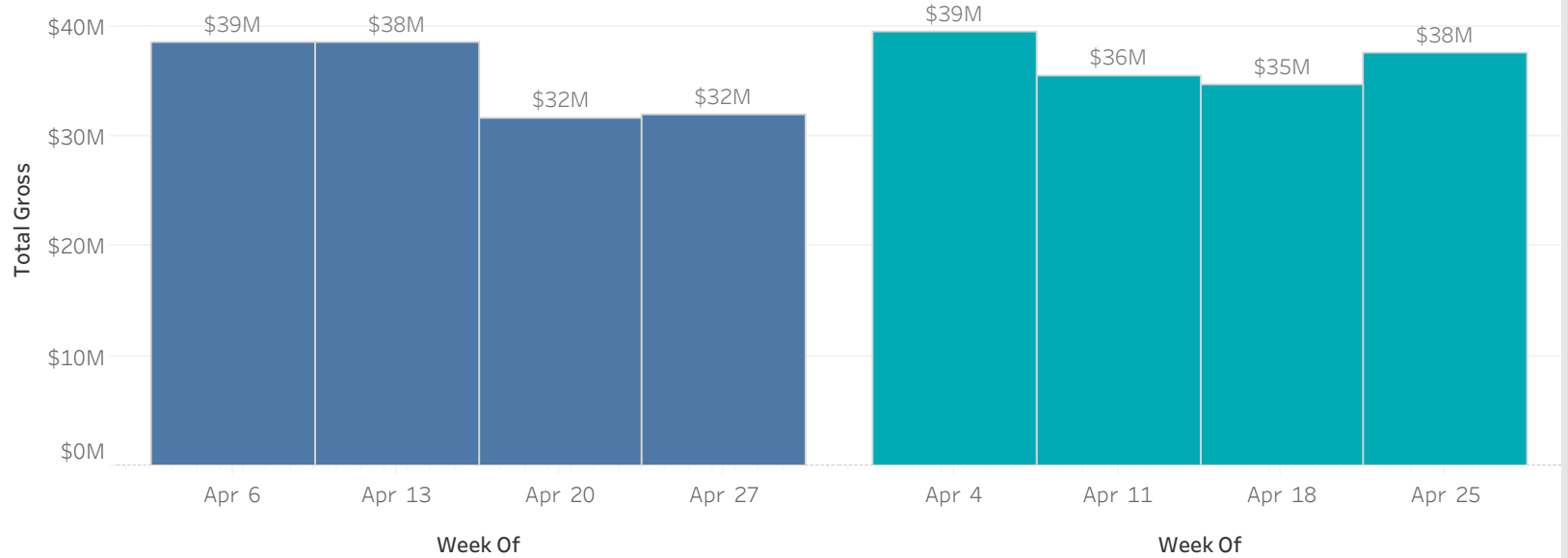
▲ 22%

Weekly Broadway Gross Revenue

Week Ending

2023

2024

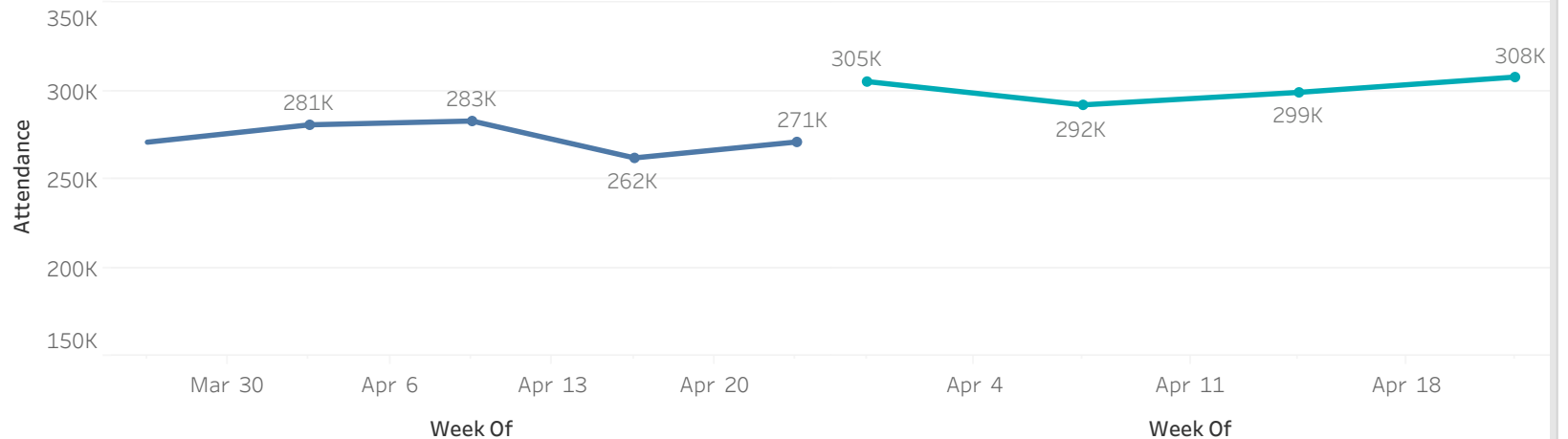


Weekly Broadway Attendance

Week Ending

2023

2024



301,025

April 2024 Attendance
(weekly average)

Attendance % Change from
2023

▲ 26%



Economic Indicators **Hotels**

Pedestrians

Hotels

Broadway

CRE

Retail



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

Reporting Area

- Manhattan
- Midtown
- Times Square

85.2%

March Occupancy Rate

Occupancy % Change from 2023

▲ 2%

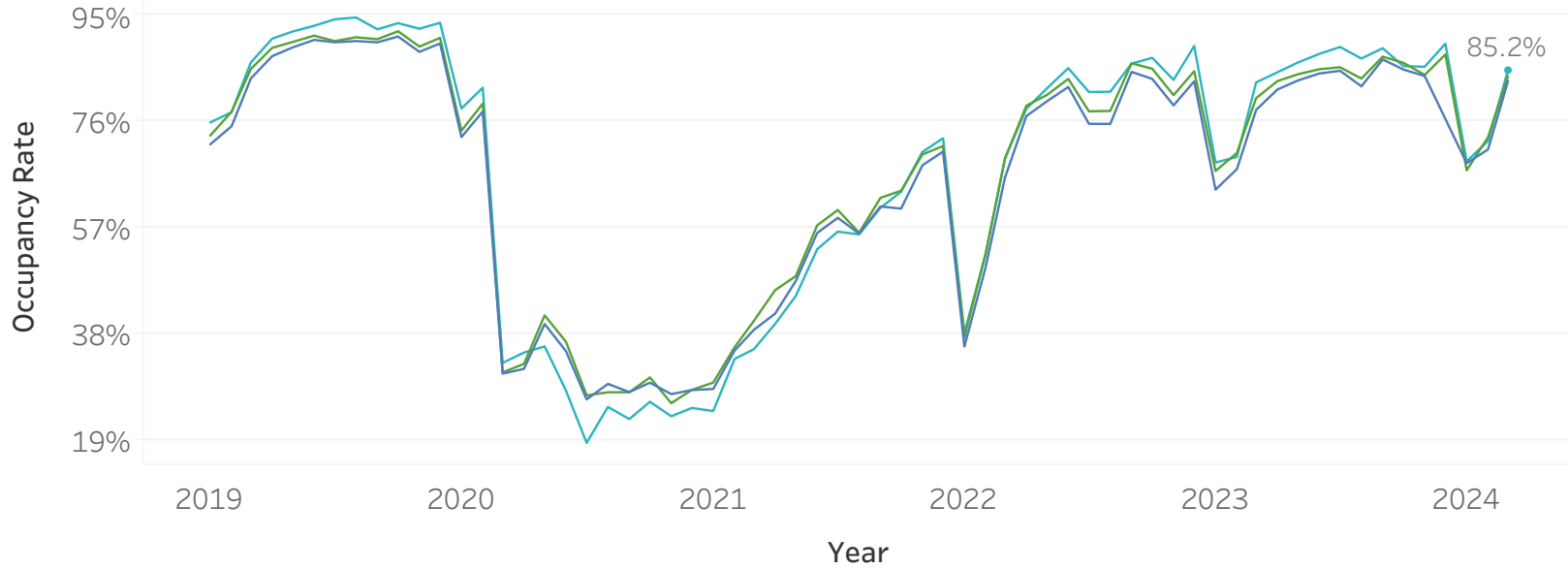
\$252.68

March 2024 Average Daily Rate

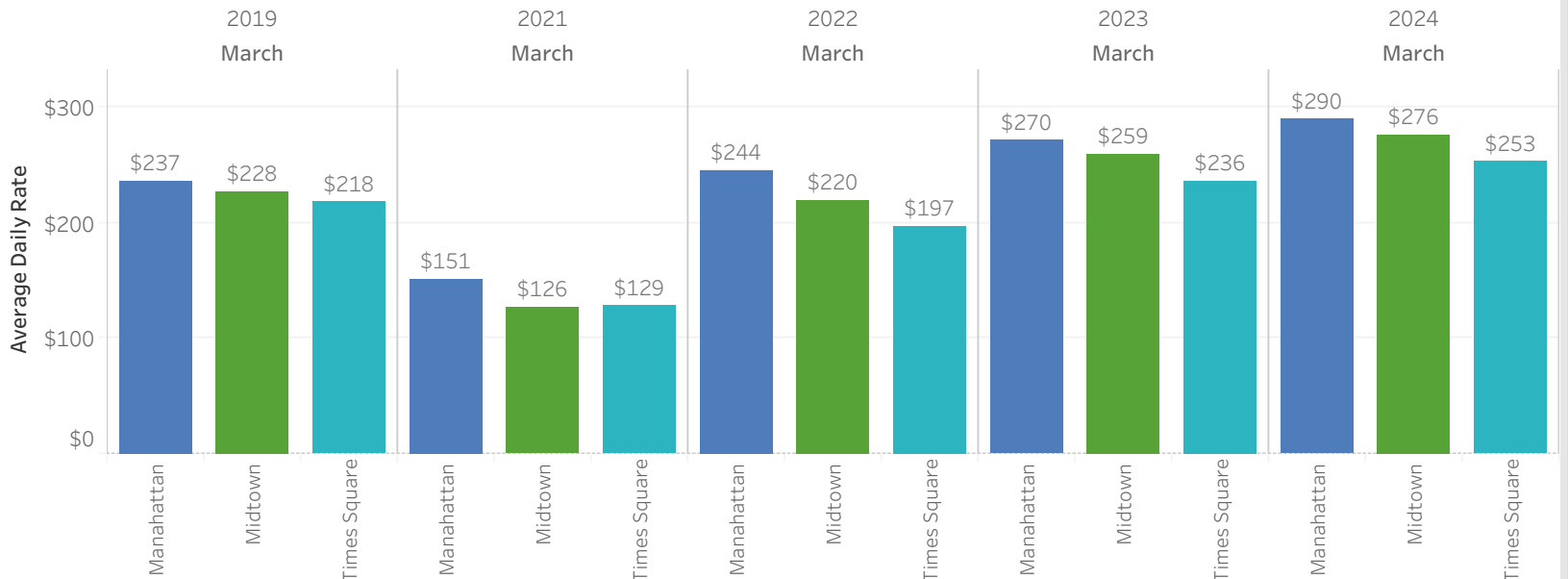
ADR % Change from 2023

▲ 7%

Occupancy



Average Daily Rate (ADR)





Year
■ 2023
■ 2024

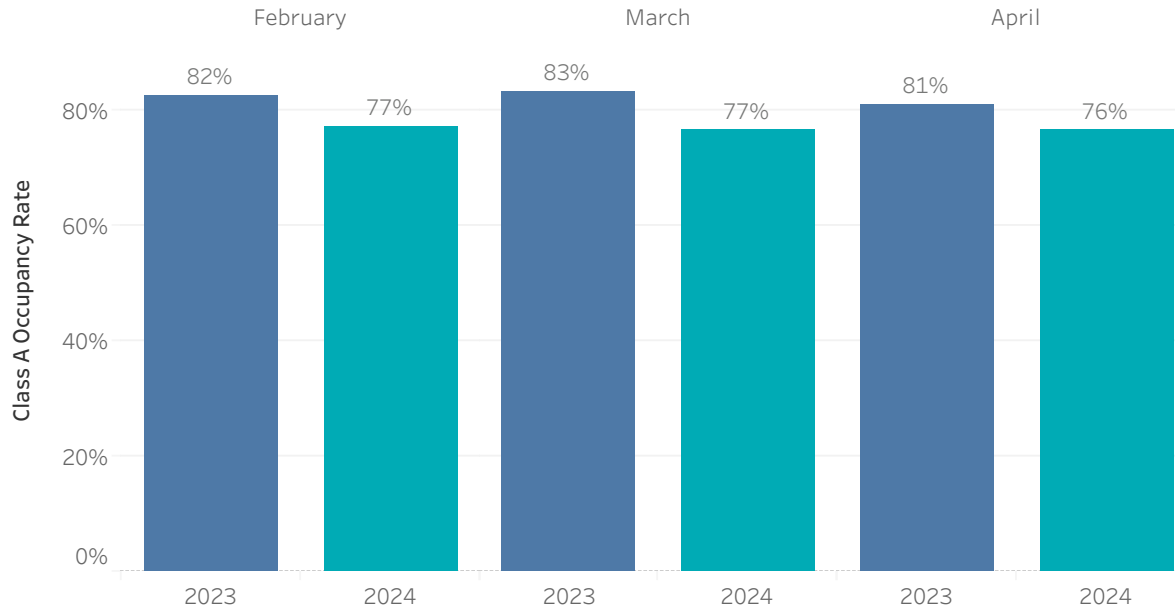
76.4%
April 2024
Occupancy Rate

Monthly Occupancy %
Change from 2023
▼ **-4%**

\$63.12
Net Effective Rent

NER % Change from 2023
▼ **-9%**

Occupancy



Net Effective Rent (NER)

