

Times Square Alliance Monthly Economic Indicator Report

August 2024

August activity unless otherwise indicated



KEY INDICATORS



223,458

August 2024 Average Daily Pedestrians



88%

Storefront Businesses are Open



103,472 SF
Total Signed SF

1,200 SF Direct

102,272 SF Subleased



89.0%

July 2024 Hotel Occupancy





Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

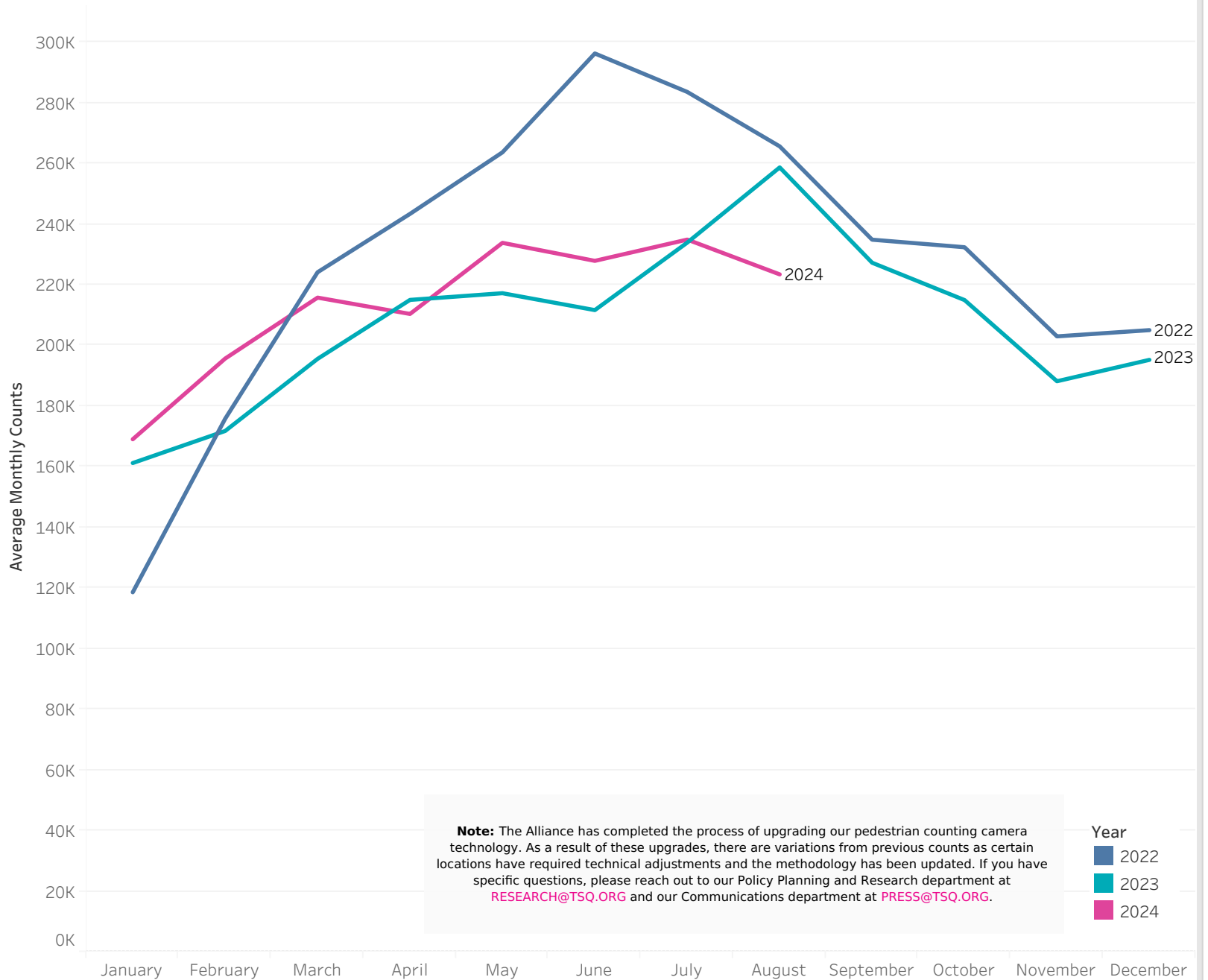
Broadway

CRE

Retail



Average Daily Pedestrian Counts (Per Month)



223,458
August 2024 Average
Daily Pedestrians

% Change from 2023
▼ -14%

% Change from 2022
▼ -16%

Note: The Alliance has completed the process of upgrading our pedestrian counting camera technology. As a result of these upgrades, there are variations from previous counts as certain locations have required technical adjustments and the methodology has been updated. If you have specific questions, please reach out to our Policy Planning and Research department at RESEARCH@TSQ.ORG and our Communications department at PRESS@TSQ.ORG.

Year
■ 2022
■ 2023
■ 2024



Year

■ 2023

■ 2024

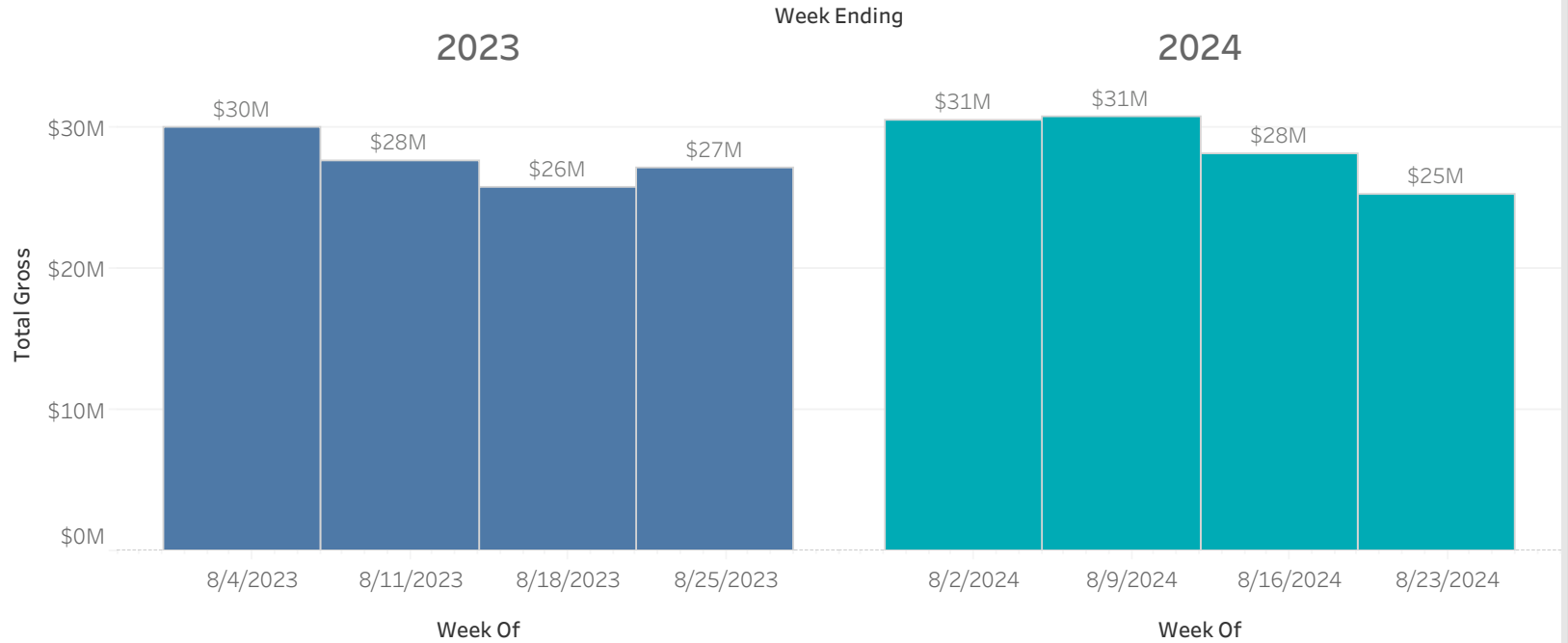
\$28.7 Million
August 2024 Sales
(weekly average)

Monthly Sales % Change
from 2023
▲ 4%

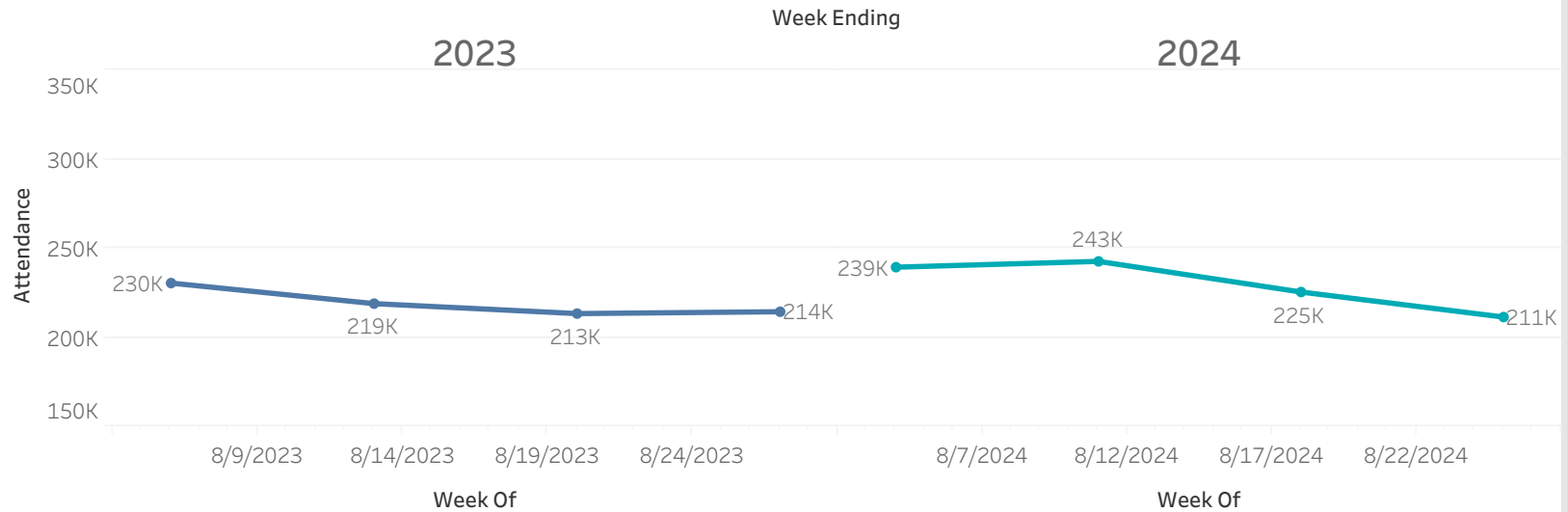
229,656
August 2024
Attendance (weekly
average)

Attendance % Change from
2023
▲ 5%

Weekly Broadway Gross Revenue



Weekly Broadway Attendance





Hotel data is updated on a month delay. This page refers to the month of **July 2024**.

Reporting Area

- Manhattan
- Midtown
- Times Square

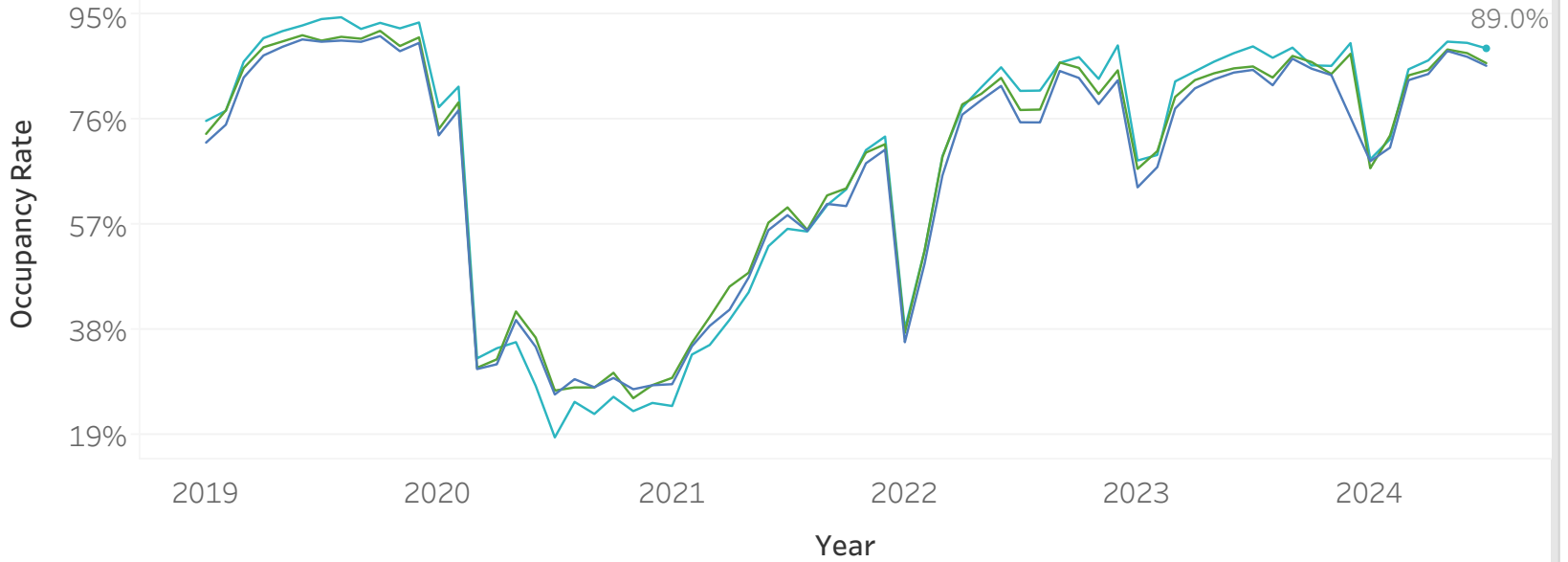
89.0%
July Occupancy Rate

Occupancy % Change from 2023
▼ 0%

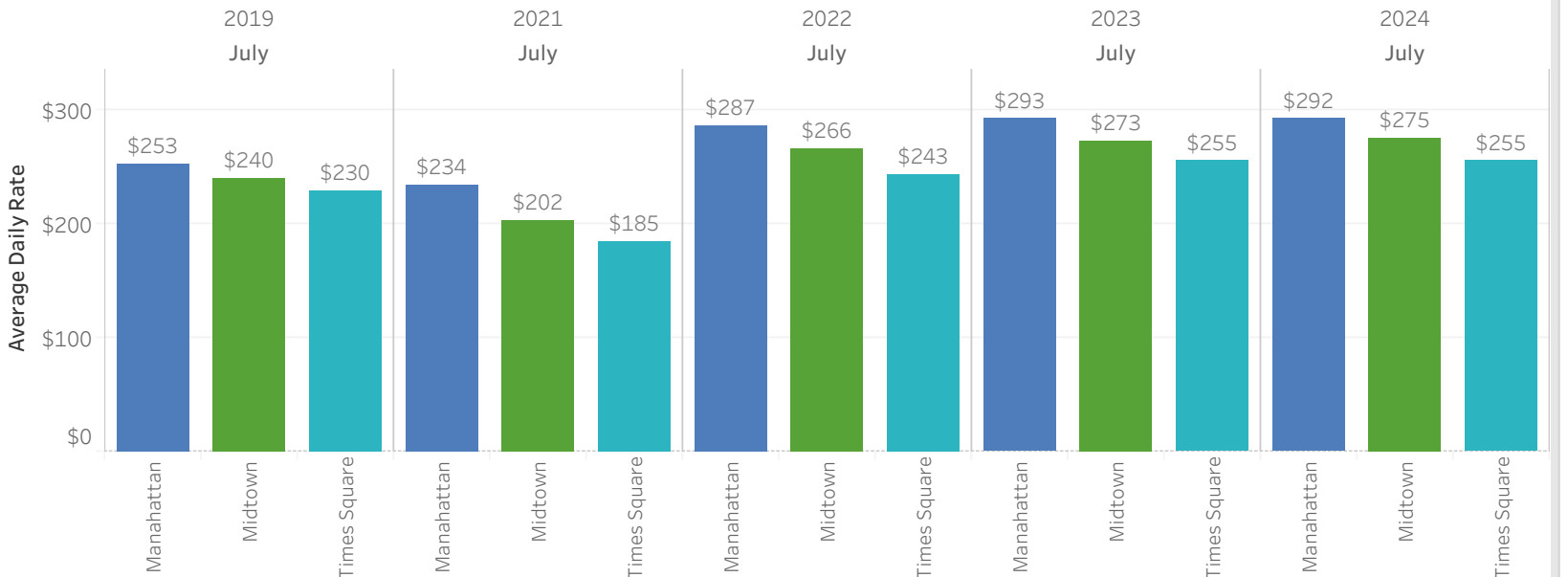
\$255.23
July 2024 Average Daily Rate

ADR % Change from 2023
▲ 0%

Occupancy



Average Daily Rate (ADR)





Year

■ 2023

■ 2024

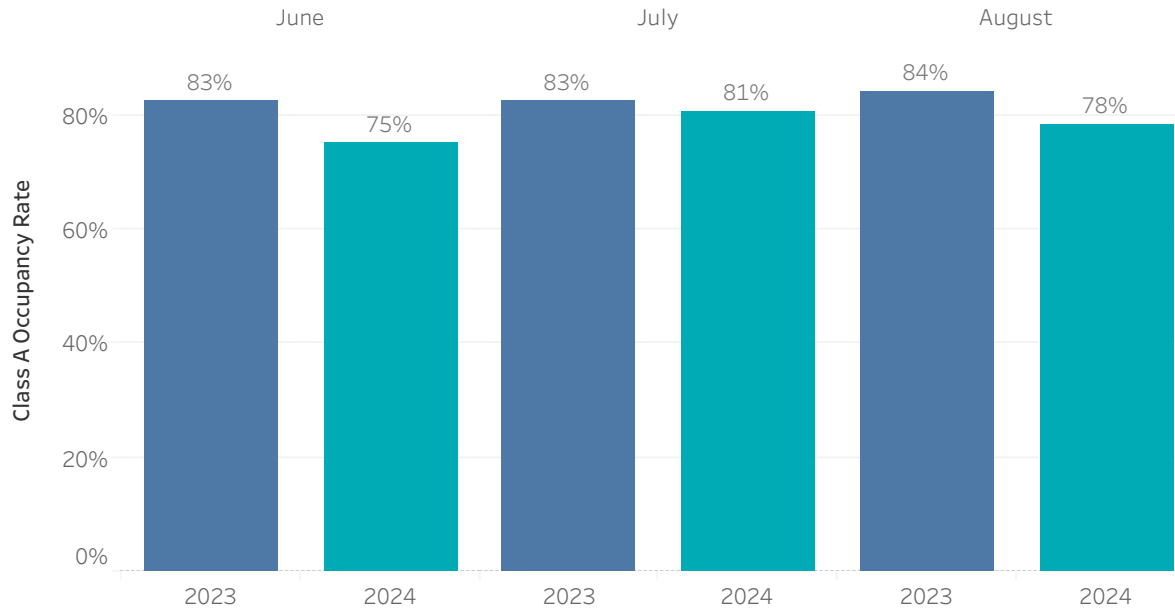
78.4%
August 2024
Occupancy Rate

Monthly Occupancy %
Change from 2023
▼ -6%

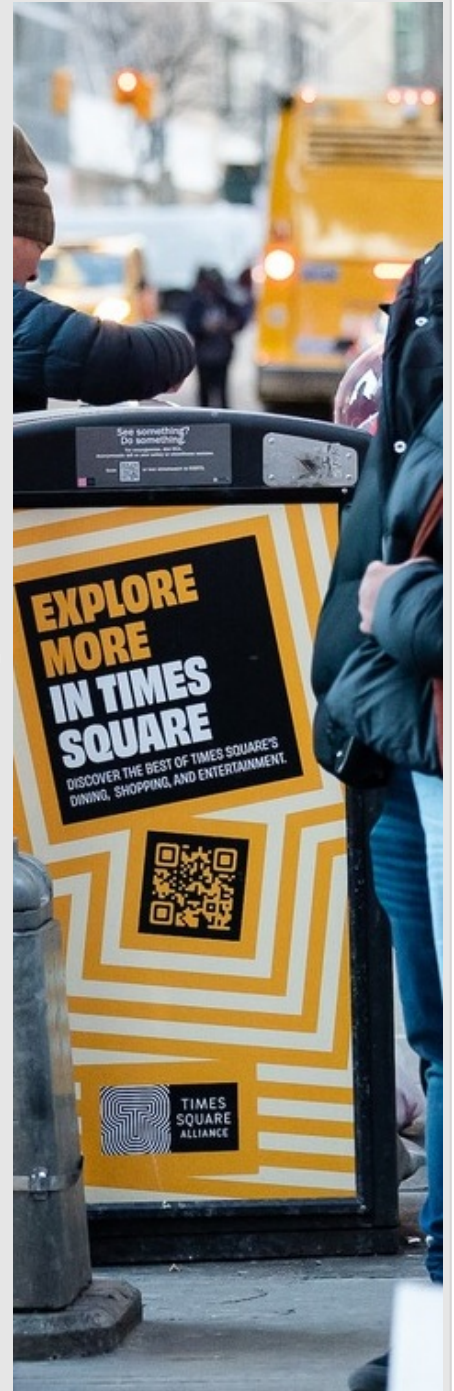
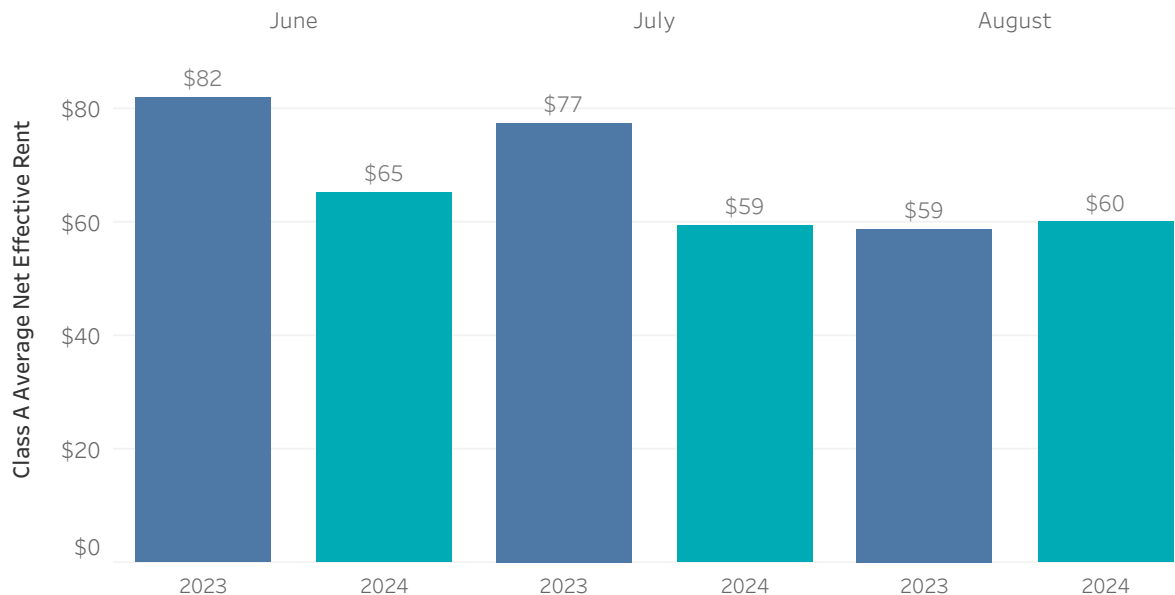
\$59.79
Net Effective Rent

NER % Change from 2023
▲ 2%

Occupancy



Net Effective Rent (NER)





Openings and Coming Soon

Type

- ◆ Food & Beverage

Status

- Coming Soon
- Open

10

Coming Soon

1

Open This Month

