



February By the Numbers

Monthly Key Economic Indicators



Soft-Firm's *Love Letters* installation displayed in Times Square from February 10th to March 10th.



53%

of storefront businesses open in Times Square



24.4%

Hotel occupancy in January



88,686

Average Daily Visitors to Times Square



28,483

Total SF Leased in Times Square

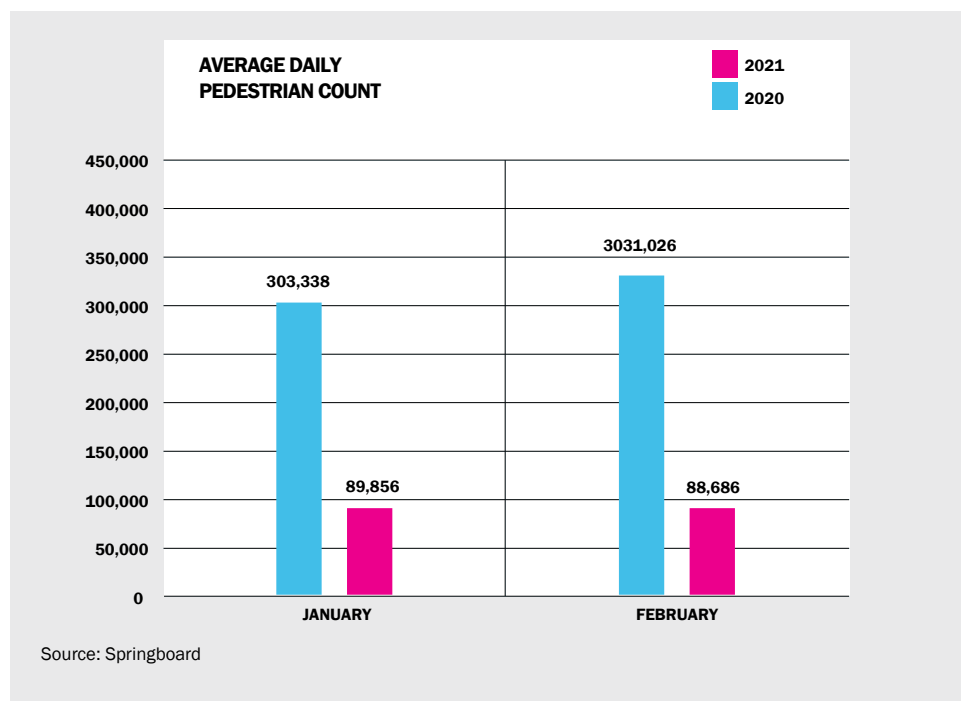


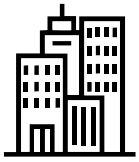
Average Daily Visitors

Pedestrian Count

Times Square's pedestrian counts in February remained on par with January at a daily average of **88,686** people, a **73.2%** decline from February 2020.

This month, foot traffic peaked on Valentine's Day at **136,604** people, exceeding February's daily average by 54%.





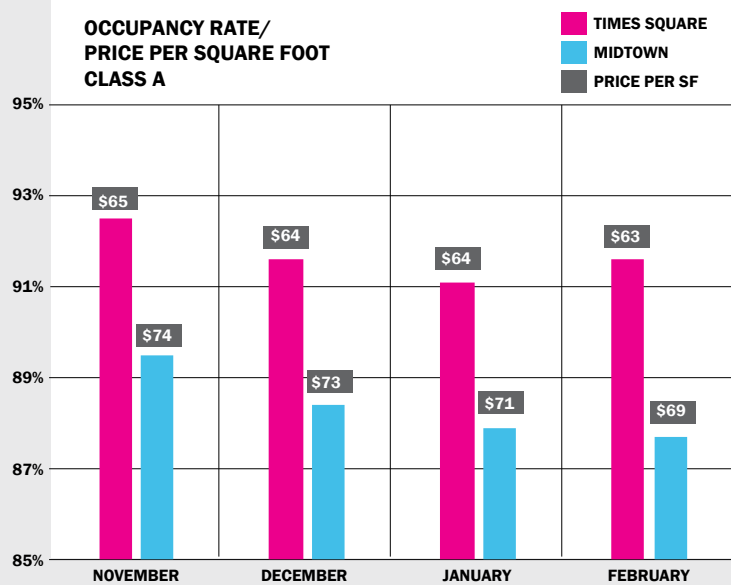
Commercial Real Estate

Class A

This month, Times Square’s Class A commercial occupancy rate increased marginally from January to **91.6%**, remaining higher than Midtown’s occupancy rate of 87.7%.

Over the past four months, both Times Square and Midtown experienced incremental declines in net effective rent, closing February at **\$63** per square foot and \$69 per square foot respectively.

This month, two leases were executed totaling **28,483 SF**; however, both were subleases.



Source: CoStar, CompStak. Times Square figures include properties within the BID boundaries. Midtown figures are based on CoStar Submarkets. Beginning in Dec. 2016, the Alliance changed our methodology for reporting commercial rents to be a six-month moving average of net effective rent.

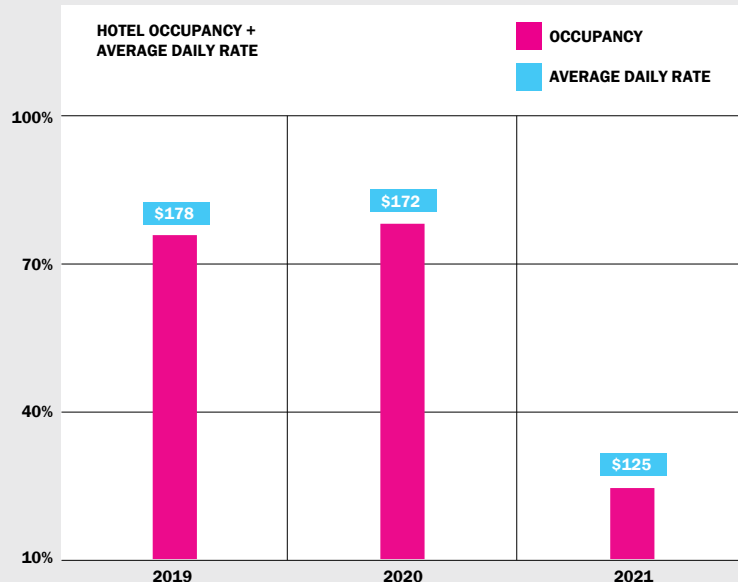


Hotels

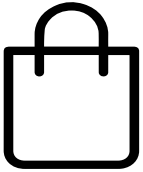
Rates & Occupancy

Times Square opened 2021 at **24.4%** hotel occupancy, on par with December’s rate but a 54% decline from January 2020. Consistent with previous months, Midtown’s and Manhattan’s occupancy exceeded Times Square’s at 29.5% and 28.3%.

Times Square’s average daily rate in January was **\$125**, down 13% from December and 27% from January 2020. Midtown’s and Manhattan’s January daily rates were \$117 and \$140 respectively.

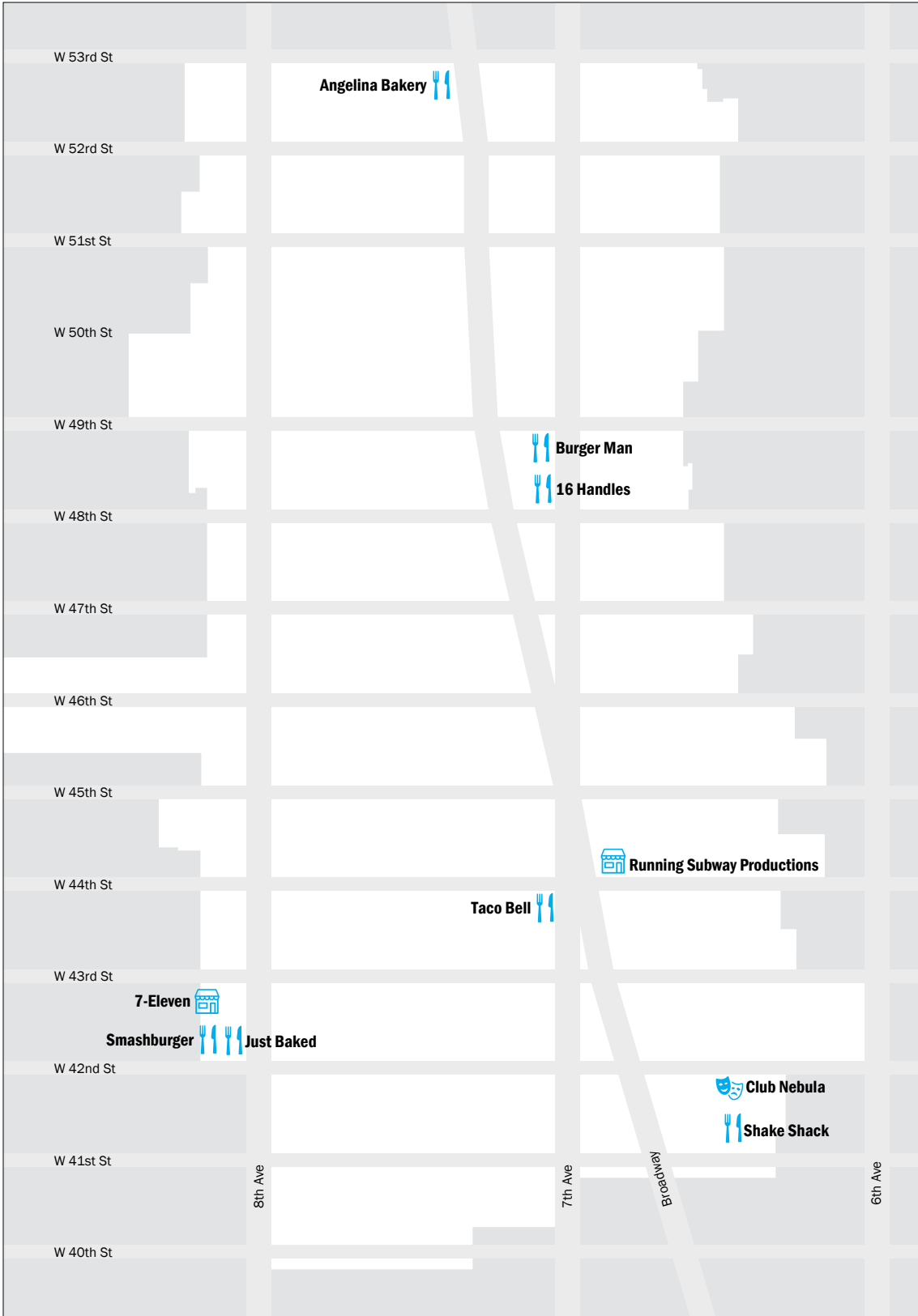


Source: Smith Travel Research. All figures are based on representative samples of hotels within respective boundaries. Please note that hotel figures are based on the month prior to the reporting month.



Retail Update

Opened & Coming Soon



OPENINGS

COMING SOON

- Food + Beverage
- Retail
- Entertainment
- Other

This year, we are looking forward to welcoming **10 new storefront businesses**, including **Burger Man** and **16 Handles** at 740 Seventh Avenue and 732 Seventh Avenue.



Restaurants & Eateries

Open for Take-Out, Delivery, Outdoor or Indoor Dining

*Outdoor & indoor dining locations marked with asterisk

Amorino

Take-out only
721 8th Avenue
(212) 445-0101

Blockheads*

Take-out/Delivery/Outdoor
825 8th Avenue
(212) 307-7029

Cafe Abbondanza

Take-out only
146 W 46th Street
(212) 938-1333

Andy's Deli & Natural Foods

Take-out only
270 W 47th Street
(212) 869-0329

Blue Dog Kitchen

Take-out & Delivery
308 W 50th Street
(212) 459-0700

Carnegie's Pizza*

Take-out/Delivery/Outdoor
200 W 41st Street
(212) 777-4141

An'nam*

Take-out & Outdoor Dining
234 W 48th Street
(212) 247-8318

Bluestone Lane

Take-out & Delivery
11 Times Square
(718) 374-6858

Carve Unique Sandwiches

Take-out only
780 8th Avenue
(212) 730-4949

Arno Ristorante*

Take-out/Delivery/Outdoor
141 W 48th Street
(212) 944-7420

Brazil Grill*

Outdoor Dining
787 8th Avenue
(646) 609-6057

Chef Pho & Peking Roast Duck

Take-out & Delivery
858 8th Avenue
(212) 459-3610

Auntie Anne's of Times Square

Take-out only
664 8th Avenue
(212) 764-1562

Bubba Gump Shrimp Co.*

Take-out/Delivery/Indoor Dining
1501 Broadway
(212) 391-7100

Chick-fil-A

Take-out & Delivery
675 8th Avenue
(718) 504-6528

Bareburger*

Take-out/Delivery/Outdoor/Indoor
366 W 46th Street
(212) 673-2273

Buca di Beppo

Take-out & Delivery
1540 Broadway
(212) 764-6527

China Gourmet

Take-out & Delivery
877 8th Avenue
(212) 246-8191

Ben & Jerry's*

Take-out & Outdoor Dining
200 W 44th Street
(212) 933-4632

Burger Bliss

Take-out & Delivery
256 W 52nd Street
(917) 284-5578

China River NYC

Take-out & Delivery
260 W 44th Street
(646) 767-0854

Bibble & Sip

Take-out & Delivery
253 W 51st Street
(646) 649-5116

BV Burger*

Take-out & Outdoor Dining
120 W 45th Street
(212) 575-5413

Chipotle

Take-out & Delivery
854 8th Avenue
(212) 757-4312



Restaurants & Eateries

Open for Take-Out, Delivery, Outdoor or Indoor Dining

*Outdoor & indoor dining locations marked with asterisk

COOK*

Take-out/Delivery/Outdoor/Indoor
115 W 45th Street

Domino's Pizza

Take-out & Delivery
227 W 40th Street
(212) 944-0400

Dunkin'

Take-out & Delivery
168 W 48th Street
(646) 682-7743

Connolly's Pub & Restaurant*

Take-out/Delivery/Outdoor
121 W 45th Street
(212) 597-5126

Dos Caminos*

Take-out/Outdoor/Indoor
1567 Broadway
(212) 918-1330

Dunkin'

Take-out & Delivery
150 W 47th Street
(800) 447-0013

Cosmic Diner*

Take-out/Delivery/Outdoor
888 8th Avenue
(212) 333-5888

Don't Tell Mama*

Take-out & Outdoor Dining
343 W 46th Street
(212) 757-0788

EAK Ramen*

Take-out/Delivery/Outdoor
360 W 46th Street
(646) 850-8032

Curry India

Take-out & Delivery
148 W 49th Street
(212) 302-8150

Donna Bell's Bake Shop

Take-out only
301 W 49th Street
(646) 410-0390

European Cafe*

Take-out & Outdoor Dining
672 8th Avenue
(212) 730-4442

Dallas BBQ*

Take-out/Delivery/Indoor
243 W 42nd Street
(212) 221-9000

Dunhill Cafe*

Take-out/Delivery/Indoor
109 W 45th Street
(212) 944-8484

Famous Amadeus Pizza

Take-out & Delivery
840 8th Avenue
(212) 489-6187

Dig

Take-out only
856 8th Avenue
(212) 335-2106

Dunkin'

Take-out only
210 W 50th Street
(212) 757-4617

Famous Famiglia Pizza

Take-out & Delivery
680 8th Avenue
(212) 382-3030

Dim Sum Palace*

Take-out/Delivery/Outdoor
334 W 46th Street
(646) 861-1910

Dunkin'

Take-out only
750 8th Avenue
(212) 944-1009

Five Guys

Take-out & Delivery
253 W 42nd Street
(212) 398-2600

Ding BBQ & Hotpot*

Take-out/Delivery/Indoor
234 W 48th Street
(212) 265-0828

Dunkin'

Take-out & Delivery
850 8th Avenue
(212) 245-8444

Food Emporium*

Take-out & Outdoor Dining
810 8th Avenue
(212) 977-1710



Restaurants & Eateries

Open for Take-Out, Delivery, Outdoor or Indoor Dining

*Outdoor & indoor dining locations marked with asterisk

Gallagher's Steakhouse*

Take-out/Delivery/Indoor
228 W 52nd Street
(212) 586-5000

Gong Cha

Take-out & Delivery
1600 Broadway
(212) 659-2513

Green Emporium

Take-out only
791 8th Avenue
(212) 245-7270

Gregorys Coffee

Take-out only
762 7th Avenue
(646) 682-9968

Ground Central Coffee*

Take-out & Outdoor Dining
888 8th Avenue
(917) 409-0147

Hale & Hearty

Take-out only
745 7th Avenue
(212) 221-9666

Haru Sushi*

Take-out/Outdoor/Indoor
229 W 43rd Street
(212) 398-9810

Haswell Green's*

Take-out/Delivery/Outdoor/Indoor
240 W 52nd Street
(212) 245-2801

Havana Central*

Take-out/Delivery/Indoor
151 W 46th Street
(212) 398-7440

HAVEN Rooftop*

Take-out/Delivery/Outdoor
132 W 47th Street
(212) 466-9000

Ho Ho Te*

Take-out/Delivery/Outdoor
805 8th Avenue
(212) 381-4933

Hold Fast*

Take-out & Outdoor Dining
364 W 46th Street
(917) 261-6691

The House of Brews*

Take-out & Outdoor Dining
363 W 46th Street
(212) 245-0551

Hurley's Saloon

Take-out & Delivery
232 W 48th Street
(212) 765-8981

Ichiran*

Take-out/Delivery/Outdoor
152 W 49th Street
(646) 964-4294

Jasmine's Carribean Cuisine*

Take-out/Delivery/Indoor
371 W 46th Street
(646) 964-5337

Joe Allen*

Take-out/Delivery/Outdoor
326 W 46th Street
(212) 581-6464

Junzi Kitchen

Take-out & Delivery
135 W 41st Street
(646) 669-8228

Just Salad

Take-out & Delivery
321 W 49th Street
(866) 673-3757

Krispy Kreme

Take-out only
1601 Broadway
(646) 540-1153

Kung Fu Little Steamed Buns Ramen

Take-out & Delivery
811 8th Avenue
(917) 388-2555

La Masseria*

Take-out/Delivery/Outdoor/Indoor
235 W 48th Street
(212) 582-2111

Lattanzi Restaurant*

Take-out/Delivery/Outdoor
361 W 46th Street
(212) 315-0980

Le Marais*

Take-out/Delivery/Outdoor
150 W 46th Street
(212) 869-0900



Restaurants & Eateries

Open for Take-Out, Delivery, Outdoor or Indoor Dining

*Outdoor & indoor dining locations marked with asterisk

The Little Beet*

Take-out/Delivery/Indoor
135 W 50th Street
(212) 459-2338

Little Italy Pizza*

Take-out/Delivery/Outdoor
167 W 48th Street
(646) 360-2343

Los Tacos No. 1*

Take-out & Outdoor Dining
229 W 43rd Street
(212) 256-0343

Majestic Delicatessen Cafe*

Take-out & Outdoor Dining
200 W 50th Street
(212) 581-8249

Margon*

Take-out/Delivery/Outdoor
136 W 56th Street
(212) 354-5013

Masseria Caffè and Bakery*

Take-out/Delivery/Outdoor
235 W 48th Street
(212) 969-0900

McDonald's

Take-out only
688 8th Avenue
(212) 221-3864

McDonald's

Take-out only
1530 Broadway
(917) 409-5946

McDonald's

Take-out only
1651 Broadway
(212) 586-5530

McHale's*

Take-out/Delivery/Outdoor/Indoor
251 W 51st Street
(212) 957-5138

Melt Shop

Take-out only
877 8th Avenue
(646) 781-8400

Mia's Brooklyn Bakery

Take-out only
716 7th Avenue
(917) 261-4437

Modern Tea Shop*

Take-out/Delivery/Outdoor
300 W 49th Street
(646) 850-1333

Olive Garden*

Take-out/Delivery/Indoor
2 Times Square
(212) 333-3254

Ootoya

Take-out & Delivery
141 W 41st Street
(212) 704-0833

Pasta Lover's Trattoria*

Take-out/Delivery/Outdoor/Indoor
142 W 49th Street
(212) 819-1155

Pizzeria Pizza*

Take-out & Outdoor Dining
231 W 46th Street
(212) 575-7646

Planet Hollywood

Take-out & Delivery
1540 Broadway
(212) 333-7827

Playwright Celtic Pub*

Indoor Dining
732 8th Avenue
(212) 354-8404

Playwright Tavern*

Take-out & Outdoor Dining
202 W 49th Street
(212) 262-9229

Poke Bowl*

Take-out/Delivery/Outdoor
840 8th Avenue
(917) 261-5581

Pongsri Thai Restaurant

Take-out & Delivery
244 W 48th Street
(212) 582-3392

Port Gourmet Deli

Take-out & Delivery
681 8th Avenue
(212) 245-2362

Pret a Manger

Take-out & Delivery
825 8th Avenue
(212) 459-8971



Restaurants & Eateries

Open for Take-Out, Delivery, Outdoor or Indoor Dining

*Outdoor & indoor dining locations marked with asterisk

Prime Catch 46

Take-out & Delivery
140 W 46th Street
(646) 649-2288

Princi Bakery

Take-out only
1633 Broadway
(212) 247-2527

P.S. Kitchen*

Take-out/Delivery/Outdoor
246 W 48th Street
(212) 651-7247

Pure Ktchn*

Take-out/Delivery/Outdoor
352 W 46th Street
(646) 755-8502

Radio City Pizza*

Take-out/Delivery/Outdoor
142 W 49th Street
(646) 892-9708

Ray's Famous Pizza*

Take-out/Delivery/Outdoor/Indoor
736 7th Avenue
(212) 956-7297

Red Lobster*

Take-out/Delivery/Indoor
5 Times Square
(212) 730-6706

Red Moon

Take-out & Delivery
132 W 45th Street
(212) 391-6666

Red Poke

Take-out & Delivery
885 8th Avenue
(212) 245-2111

The Ritz Bar & Lounge*

Take-out/Delivery/Outdoor
369 W 46th Street
(212) 977-3884

Russian Samovar*

Take-out/Delivery/Indoor
256 W 52nd Street
(212) 757-0168

Russian Vodka Room*

Take-out/Delivery/Outdoor
265 W 52nd Street
(212) 307-5835

Ruth's Chris Steak House*

Take-out & Outdoor Dining
148 W 51st Street
(212) 245-9600

SAAR Indian Bistro

Take-out & Delivery
241 W 51st Street
(646) 609-2142

Sake Bar Hagi 46*

Take-out/Delivery/Outdoor
358 W 46th Street
(212) 956-2429

Schnippers*

Take-out/Delivery/Outdoor
620 8th Avenue
(212) 921-2400

Serafina at the Time Hotel*

Take-out/Delivery/Outdoor
224 W 49th Street
(212) 247-1000

Shake Shack

Take-out & Delivery
691 8th Avenue
(646) 435-0135

Silky Kitchen*

Take-out/Delivery/Indoor
134 W 46th Street
(646) 360-3442

SoHo Park

Take-out & Delivery
832 8th Avenue
(917) 543-4557

Sombrero*

Take-out & Outdoor Dining
303 W 48th Street
(212) 586-4853

Starbucks

Take-out only
104 W 43rd Street
(212) 382-2205

Starbucks

Take-out only
325 W 49th Street
(212) 765-3917

Starbucks

Take-out only
750 7th Avenue
(212) 974-0032



Restaurants & Eateries

Open for Take-Out, Delivery, Outdoor or Indoor Dining

*Outdoor & indoor dining locations marked with asterisk

Starbucks

Take-out & Delivery
770 8th Avenue
(212) 830-9001

Starbucks

Take-out only
871 8th Avenue
(212) 246-7699

Starbucks

Take-out & Delivery
1500 Broadway
(212) 221-7515

Starbucks

Take-out & Delivery
1585 Broadway
(212) 541-7515

Starbucks

Take-out only
825 8th Avenue
(212) 307-1421

Starbucks

Take-out only
811 7th Avenue
(212) 581-1000

Star Lite Deli*

Take-out & Outdoor Dining
212 W 44th Street
(212) 840-1859

Subway*

Take-out & Outdoor Dining
214 W 50th Street
(212) 265-1822

Sushi of Gari 46

Take-out & Delivery
347 W 46th Street
(212) 957-0046

Sushi Lab*

Take-out/Delivery/Outdoor
132 W 47th Street
(212) 432-0000

Swing 46 Jazz & Supper Club*

Take-out & Outdoor Dining
349 W 46th Street
(212) 262-9554

T45 Restaurant

Take-out only
135 W 45th Street
(646) 364-1234

Taco Bell Cantina

Take-out & Delivery
840 8th Avenue
(332) 877-3855

Tender Steak & Sushi

Take-out & Delivery
132 W 47th Street
(212) 514-6000

Times Deli Cafe

Take-out only
158 W 44th Street
(212) 944-1234

Times Eatery*

Take-out & Outdoor Dining
680 8th Avenue
(646) 386-7787

Times Square Diner & Grill*

Take-out & Outdoor Dining
807 8th Avenue
(212) 315-2400

Tito Murphy's*

Take-out/Delivery/Outdoor
346 W 46th Street
(212) 245-2030

Toasties

Take-out & Delivery
148 W 49th Street
(212) 398-4900

Toloache*

Take-out & Outdoor Dining
251 W 50th Street
(212) 581-1818

Tony's DiNapoli*

Take-out/Delivery/Indoor
147 W 43rd Street
(212) 221-0100

Trattoria Trecolori

Take-out & Delivery
254 W 47th Street
(212) 997-4540

TSQ Brasserie*

Take-out/Delivery/Indoor
723 7th Avenue
(212) 398-1118

Uncle Tetsu's Japanese Cheesecake

Take-out only
135 W 41st Street
(646) 922-8246



Restaurants & Eateries

Open for Take-Out, Delivery, Outdoor or Indoor Dining

*Outdoor & indoor dining locations marked with asterisk

Urbanspace W 52nd

Take-out only
152 W 52nd Street
(646) 415-8652

Val Cafe*

Take-out & Outdoor Dining
168 W 46th Street
(212) 840-4050

Wolfgang's Steakhouse*

Take-out & Outdoor Dining
250 W 41st Street
(212) 921-3720

XOXO NYC Bar

Take-out & Delivery
334 W 46th Street
(212) 957-8358

Yuri Sushi

Take-out & Delivery
374 W 46th Street
(212) 265-5686

Z Deli Pizzeria*

Take-out & Outdoor Dining
803 8th Avenue
(212) 315-1659

7-Eleven

Take-out only
881 8th Avenue
(212) 247-9379

.99 Pizza Express

Take-out & Delivery
303 W 43rd Street
(212) 315-5257