



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report February 2023

KEY INDICATORS



242,803
Average Daily Pedestrians



81%
Storefront Businesses are Open



0 SF
Total SF signed



68.7%
Hotel Occupancy





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

Reporting Area

- Manhattan
- Midtown
- Times Square

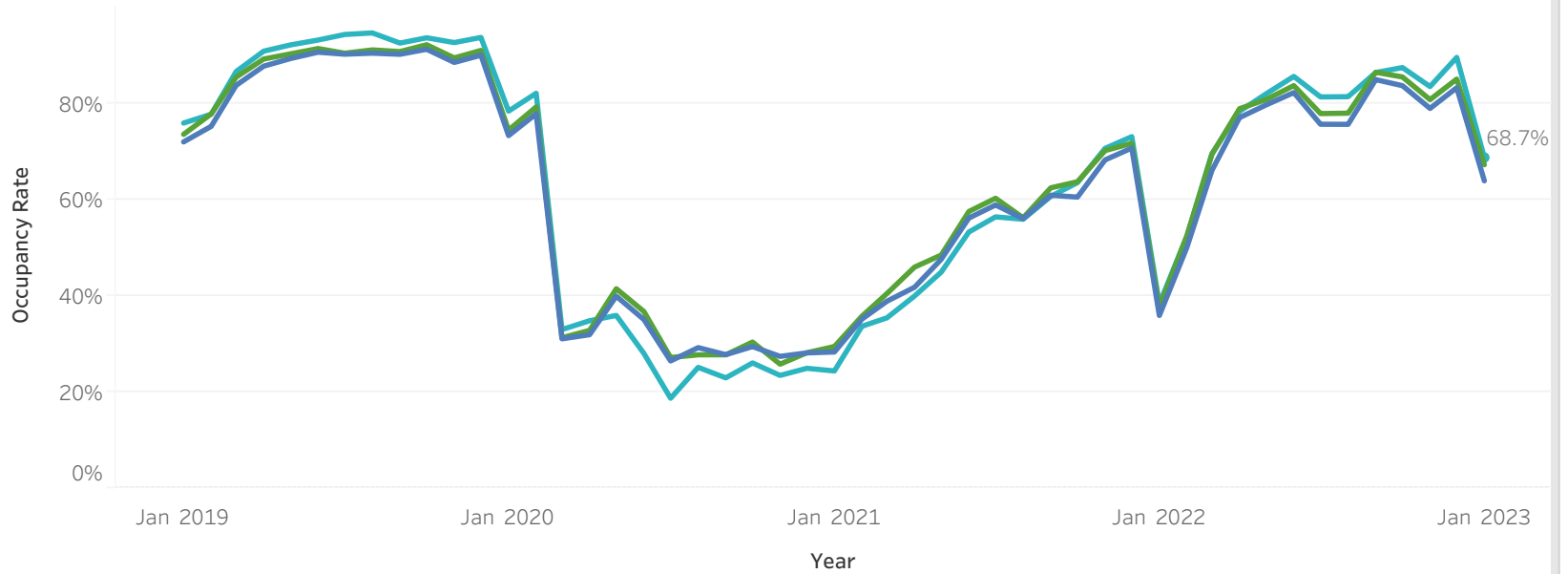
68.7%
Occupancy Rate

Occupancy % Change from 2019
▼ **-7%**

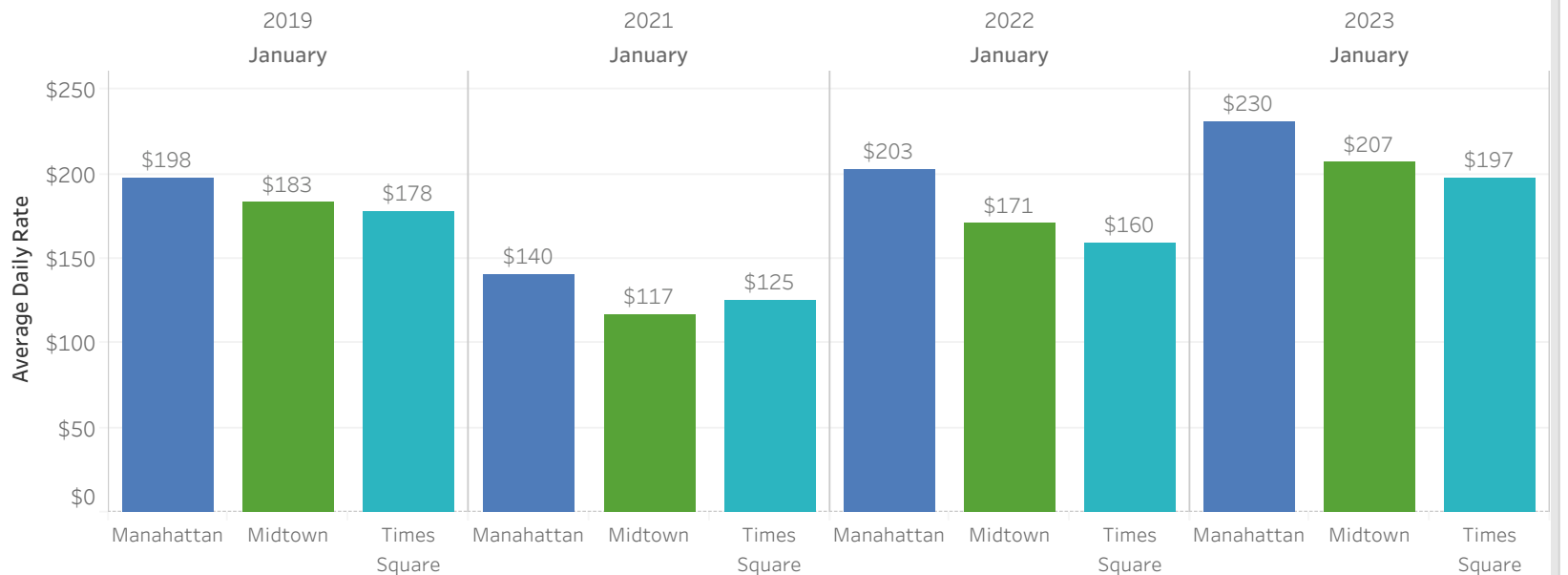
\$197.46
Average Daily Rate

ADR % Change from 2019
▲ **11%**

Occupancy

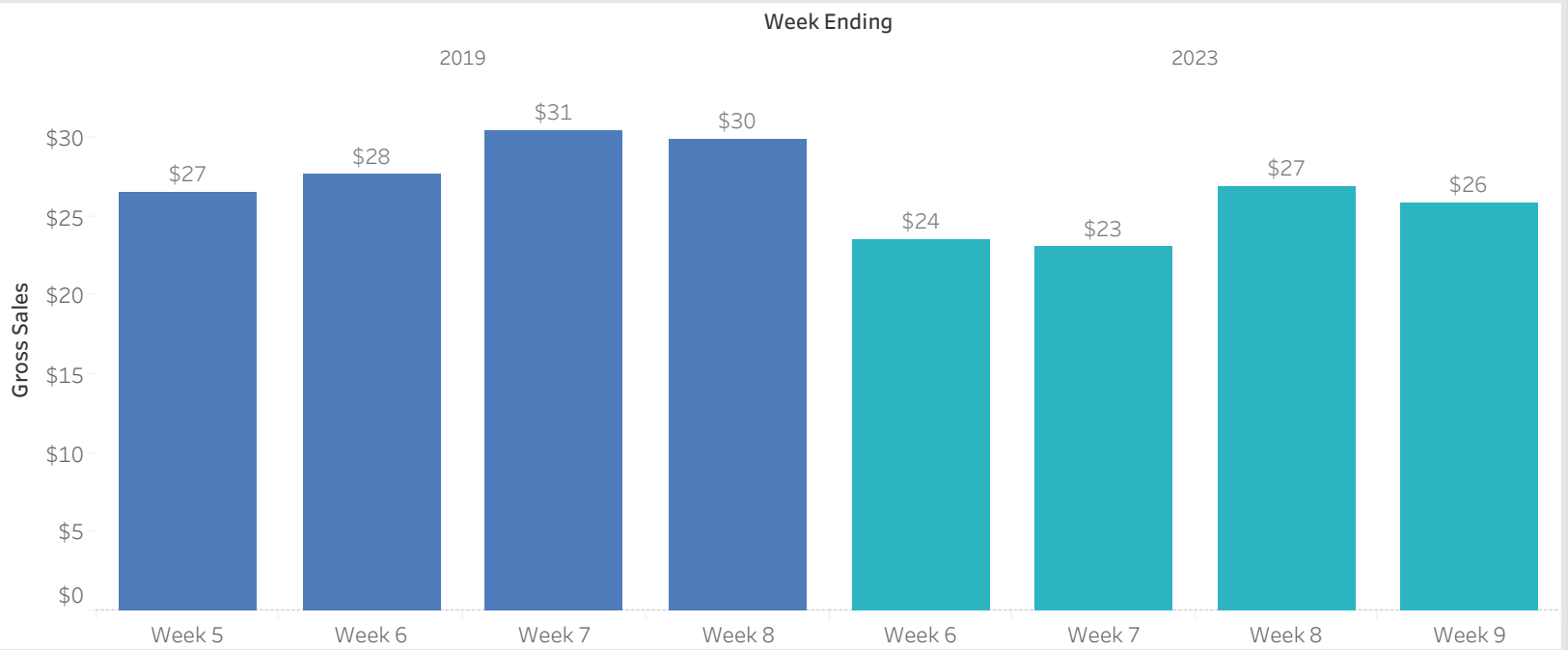


Average Daily Rate





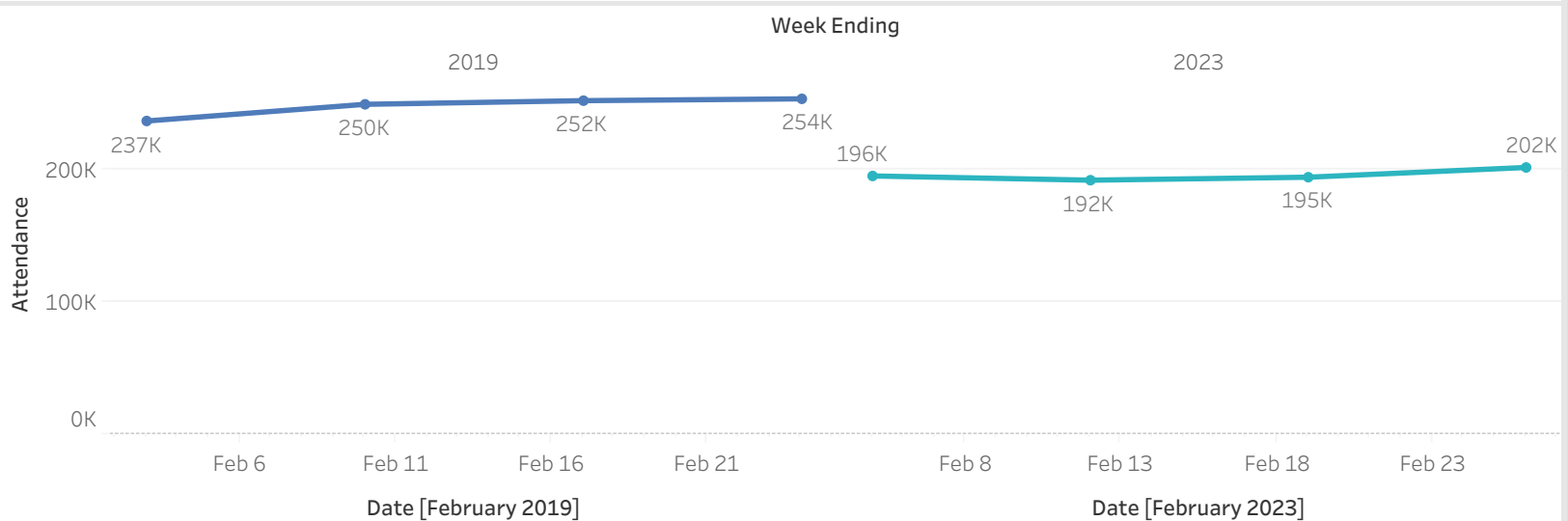
Weekly Broadway Gross Revenue



\$24.8 Million
February Sales
(weekly average)

Sales % Change from 2019
▼ **-13%**

Weekly Broadway Attendance



196,283
February Attendance
(weekly average)

Attendance % Change from 2019
▼ **-21%**



Year

■ 2019

■ 2023

\$63.97
Net Effective Rent

NER % Change from 2019

▼ -5%

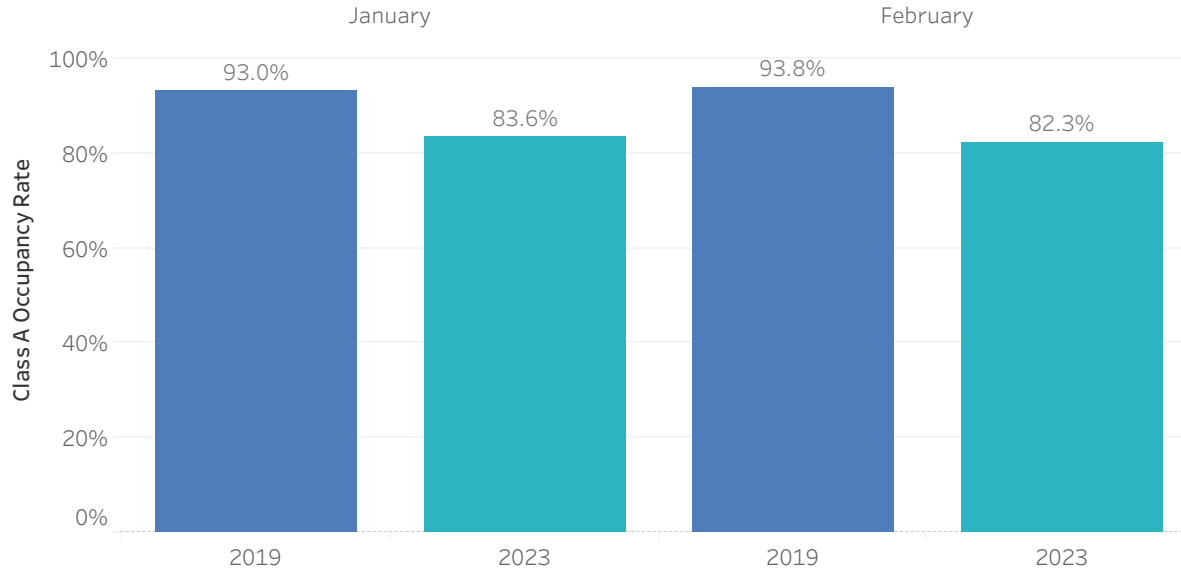
82.3%
Occupancy Rate

Occupancy % Change
from 2019

▼ -12%

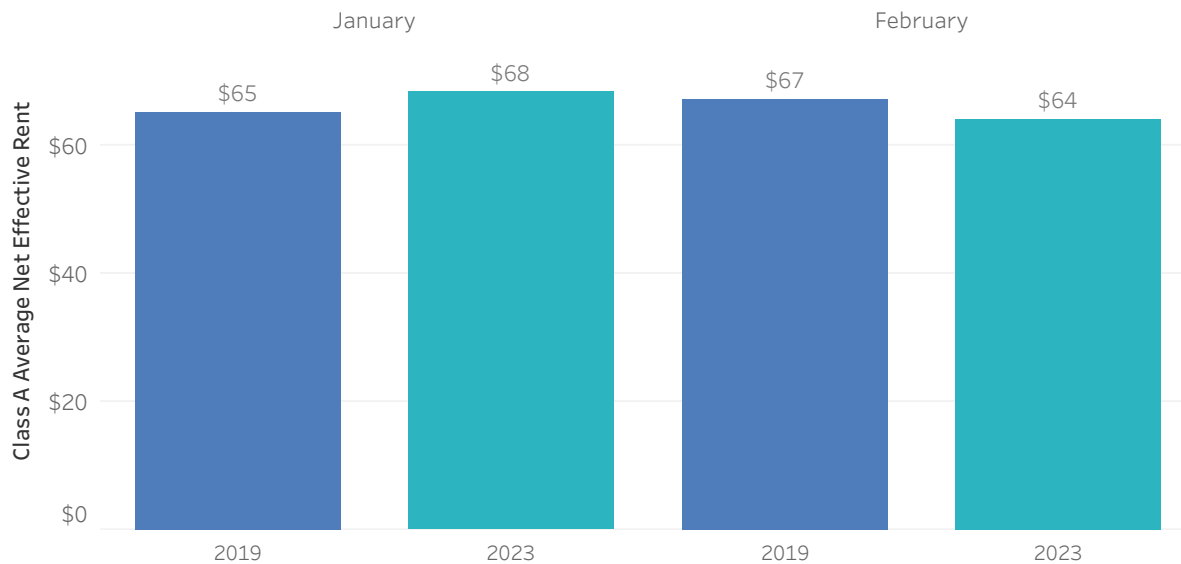
Occupancy

Date



Net Effective Rent

Date





Openings and Coming Soon

Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

12

Coming Soon

6

Open This Month

