



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report

February 2024

February activity unless otherwise indicated



KEY INDICATORS



268,156

February 2024 Average Daily
Pedestrians



84%

Storefront Businesses are Open



92,423 SF
Total Signed SF

92,423 SF Direct

0 SF Subleased



68.7%

January 2024 Hotel Occupancy





Year

■ 2023

■ 2024

\$24.4 Million
February 2024 Sales
(weekly average)

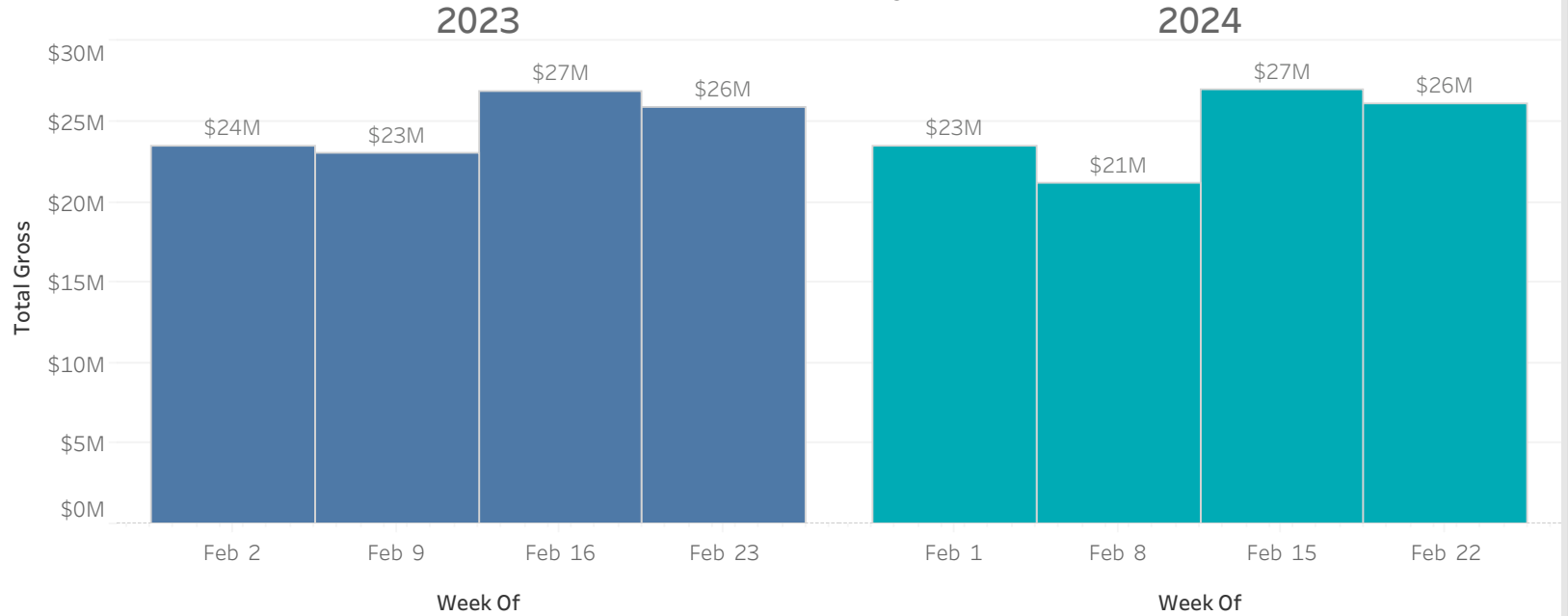
Monthly Sales % Change
from 2023
▼ **-2%**

201,775
February 2024
Attendance (weekly
average)

Attendance % Change from
2023
▲ **3%**

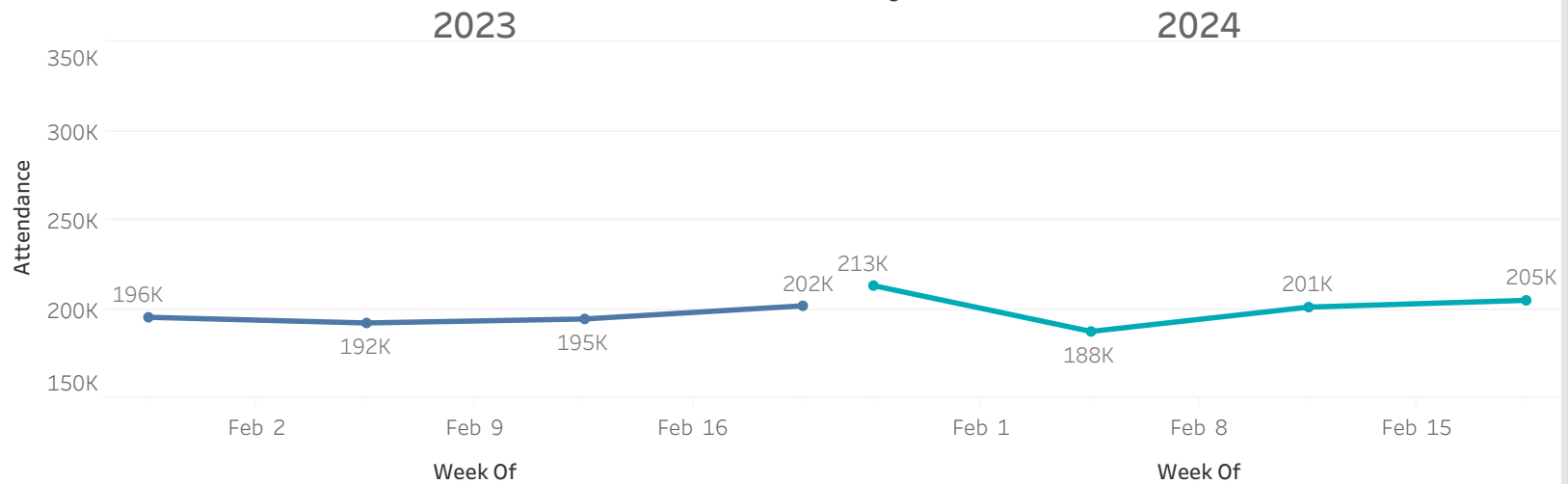
Weekly Broadway Gross Revenue

Week Ending



Weekly Broadway Attendance

Week Ending





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

Reporting Area

- Manhattan
- Midtown
- Times Square

68.9%

January 2024
Occupancy Rate

Occupancy % Change from

2023

▲ 0%

\$214.76

January 2024
Average Daily Rate

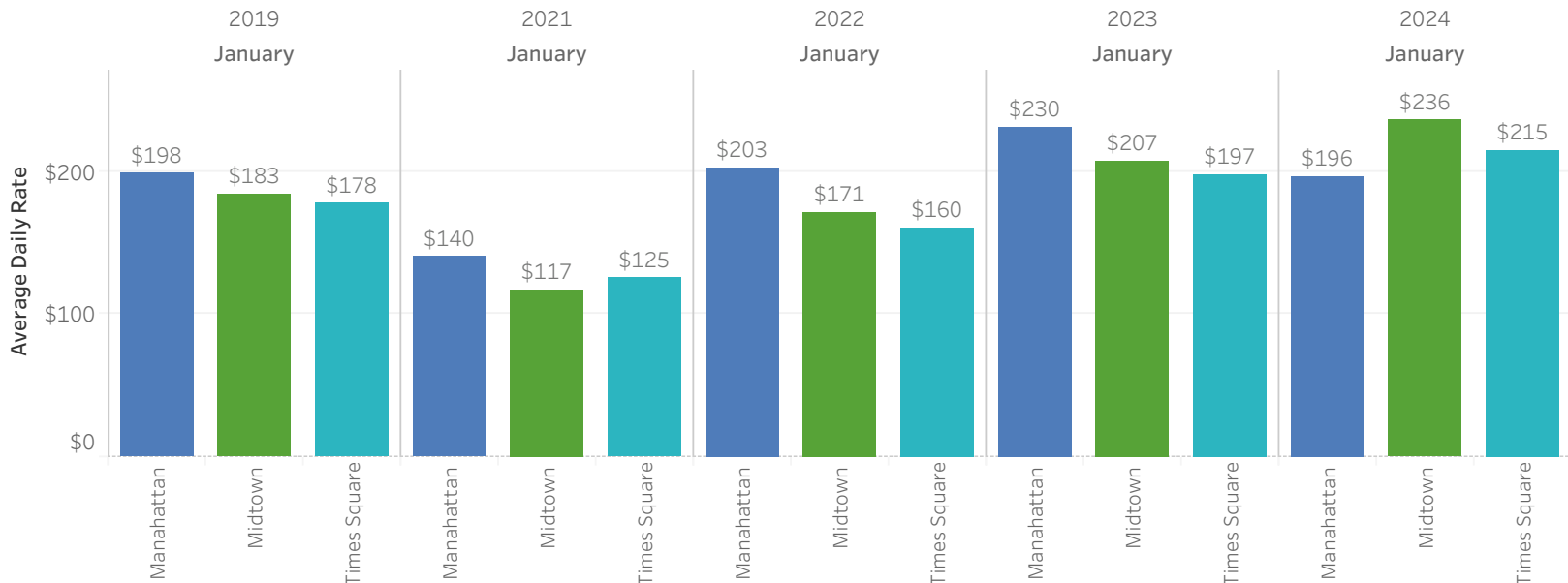
ADR % Change from 2023

▲ 9%

Occupancy



Average Daily Rate (ADR)





Year

- 2022
- 2023
- 2024

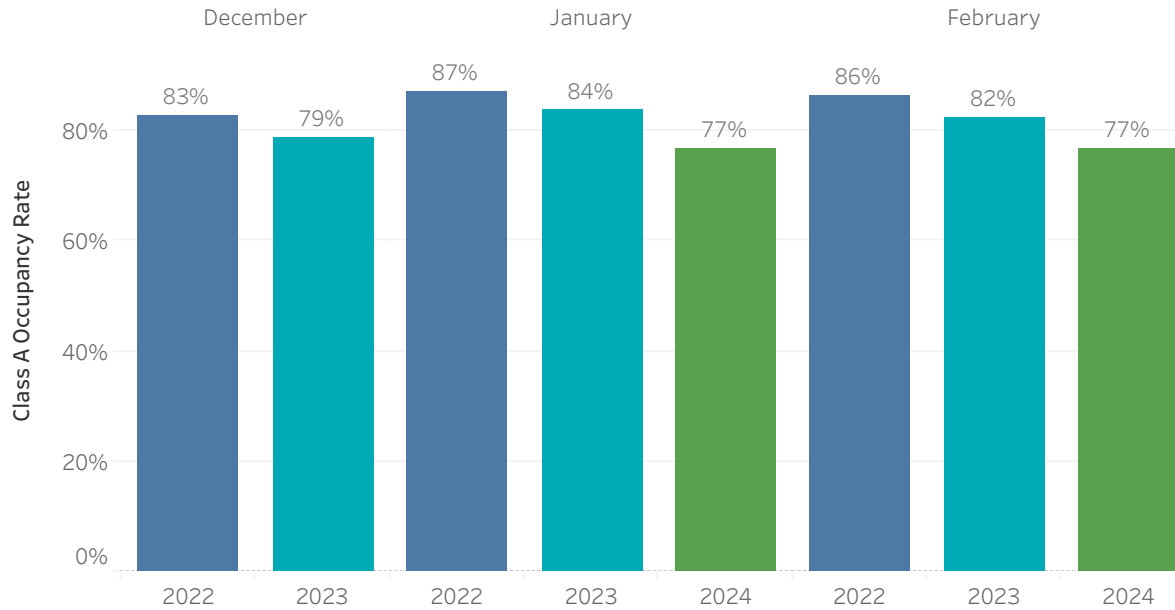
76.9%
February 2024
Occupancy Rate

Monthly Occupancy %
Change from 2023
▼ -5%

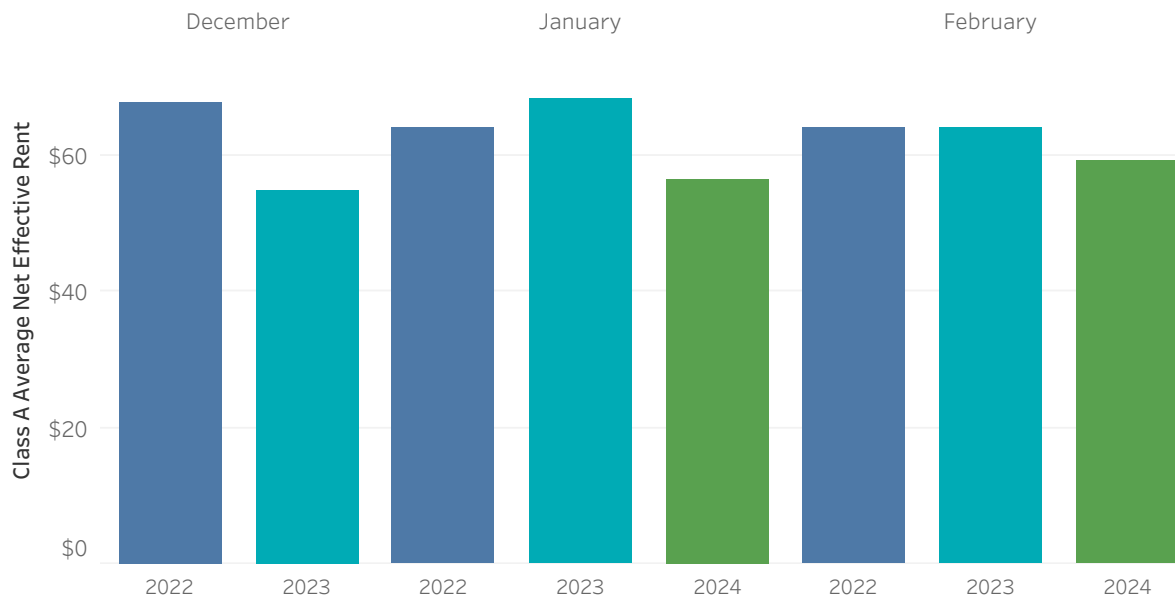
\$58.66
Net Effective Rent

NER % Change from 2023
▼ -7%

Occupancy



Net Effective Rent (NER)





Openings and Coming Soon

Type

- ◆ Food & Beverage
- + Hotel

Status

- Coming Soon
- Open

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Coming Soon

6

Open This Month

