



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report January 2024

January activity unless otherwise indicated



KEY INDICATORS



231,337

January 2024 Average Daily
Pedestrians



84%

Storefront Businesses are Open



3,604 SF

Total Signed Leases



89.9%

December 2023 Hotel Occupancy





Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

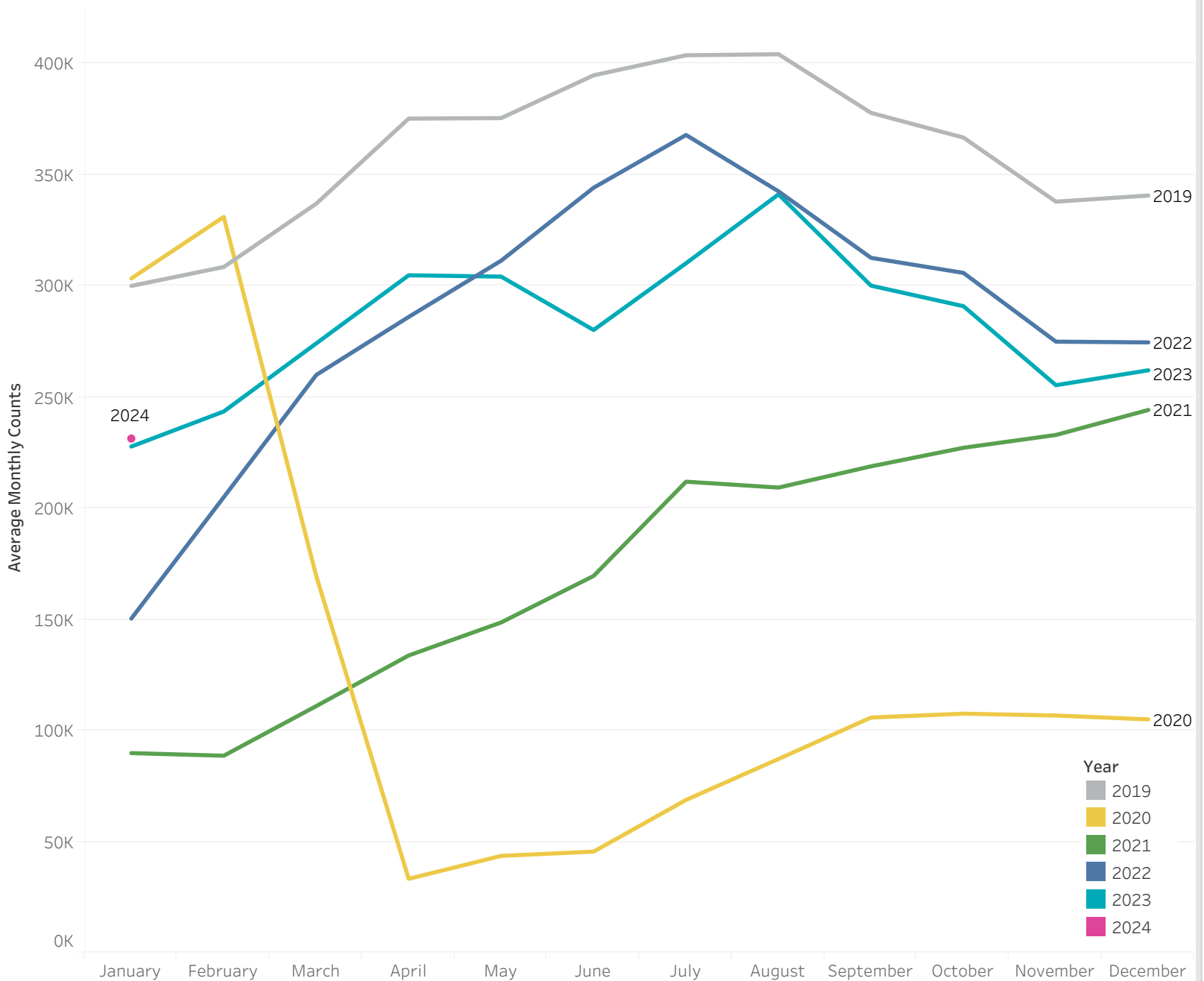
Broadway

CRE

Retail



Average Daily Pedestrian Counts (Per Month)



231,337
January 2024 Average
Daily Pedestrians

% Change from 2023
▲ 2%

% Change from 2022
▲ 54%

% Change from 2019
▼ -23%



Year

2023

2024

\$26.4 Million

January 2024 Sales
(weekly average)

Monthly Sales % Change
from 2023

▼ -14%

215,133

January 2024
Attendance (weekly
average)

Attendance % Change from
2023

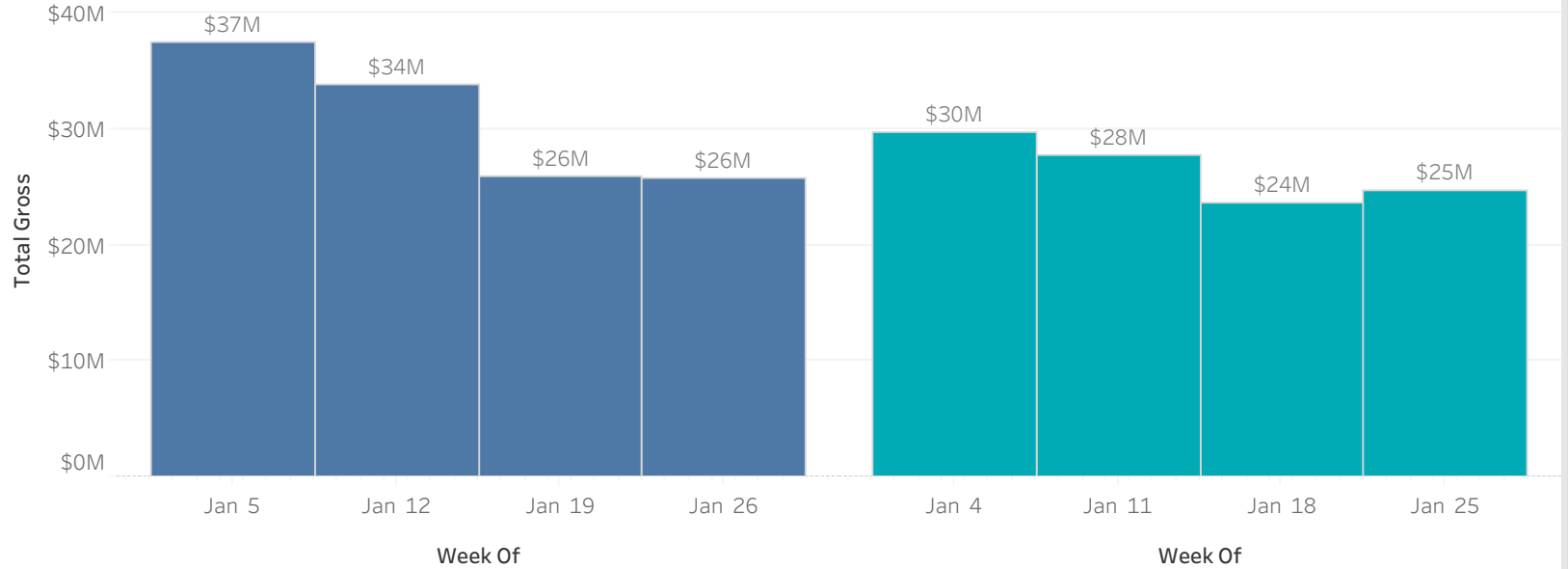
▼ -8%

Weekly Broadway Gross Revenue

Week Ending

2023

2024

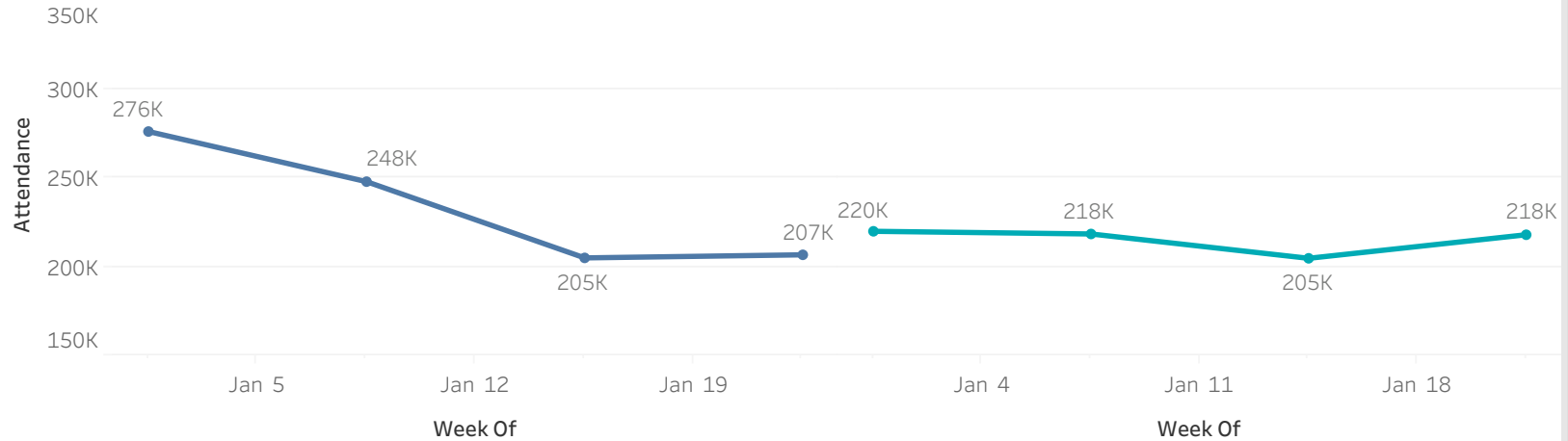


Weekly Broadway Attendance

Week Ending

2023

2024





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

Reporting Area

- Manhattan
- Midtown
- Times Square

89.9%

December 2023
Occupancy Rate

Occupancy % Change from 2022

▲ 0%

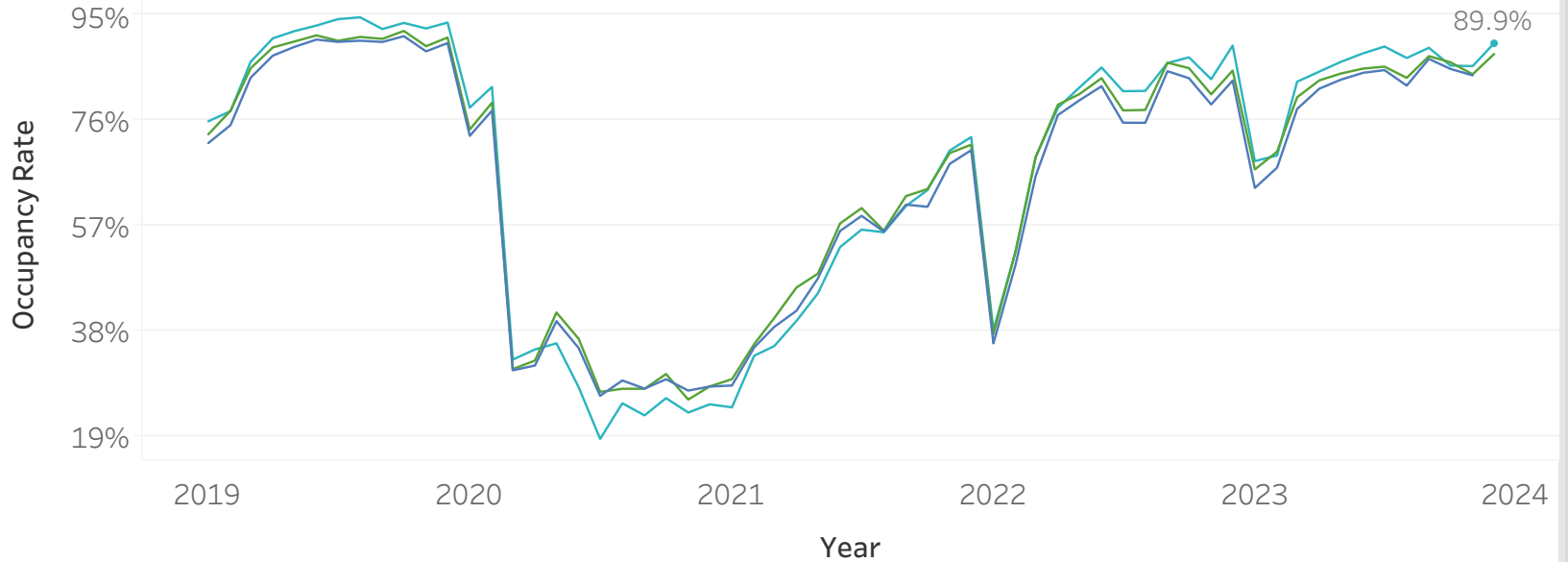
\$401.66

December 2023
Average Daily Rate

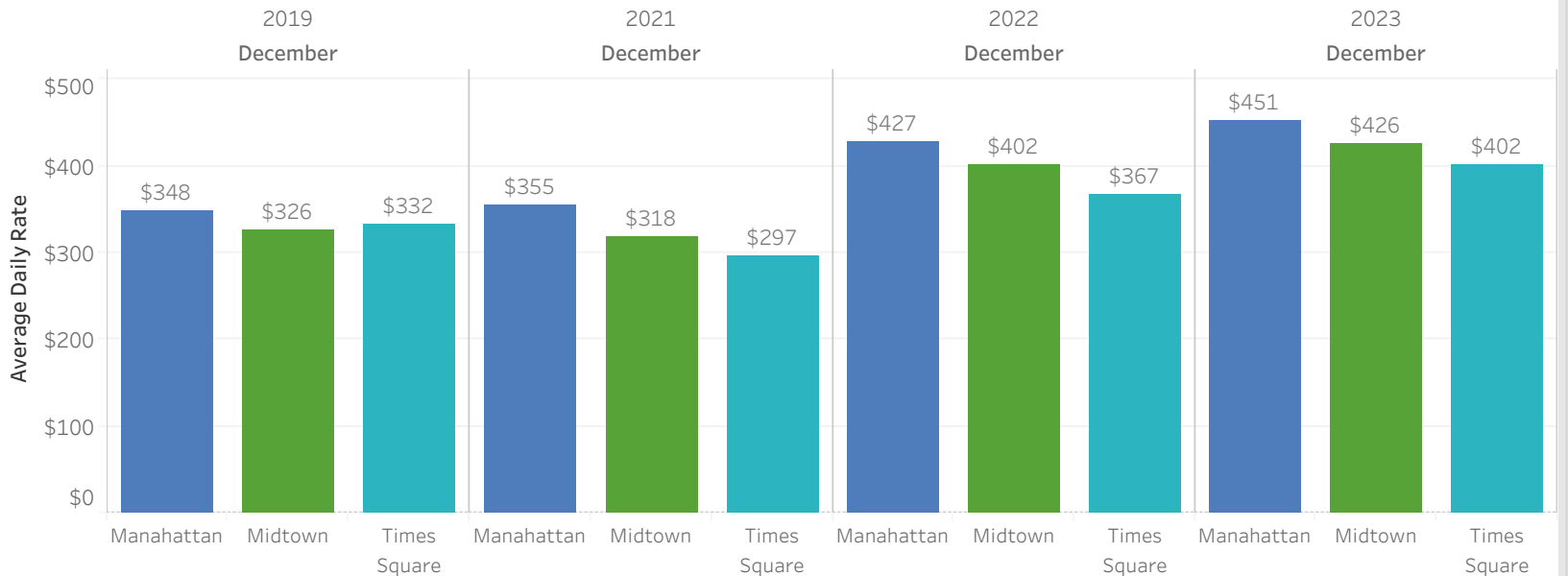
ADR % Change from 2022

▲ 9%

Occupancy



Average Daily Rate (ADR)





Year

- 2022
- 2023
- 2024

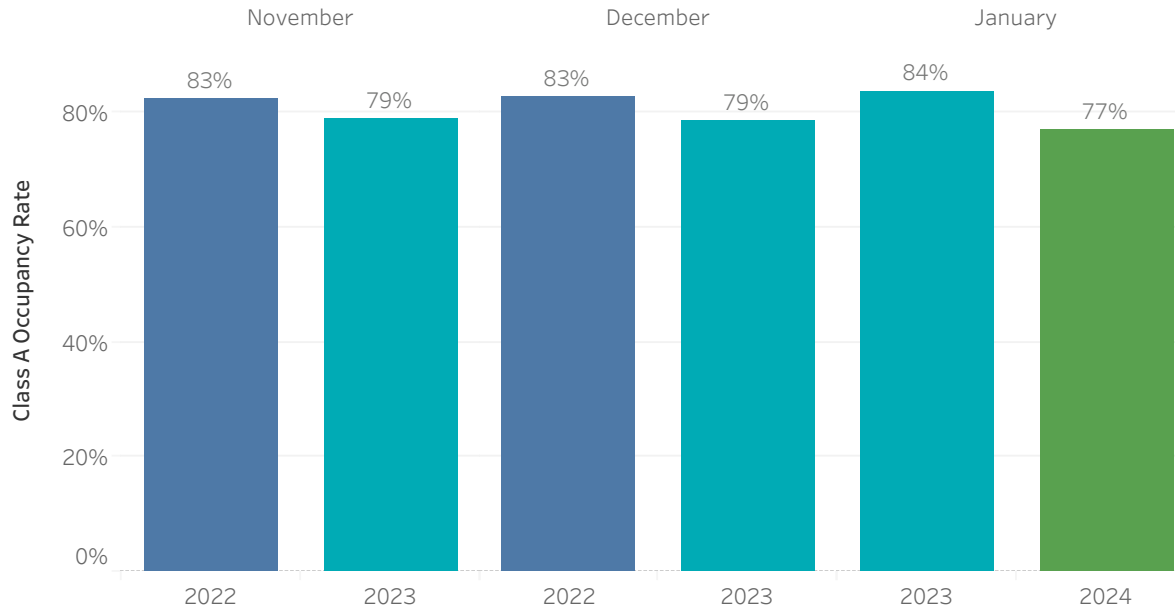
76.9%
January 2024
Occupancy Rate

Monthly Occupancy %
Change from 2023
▼ -7%

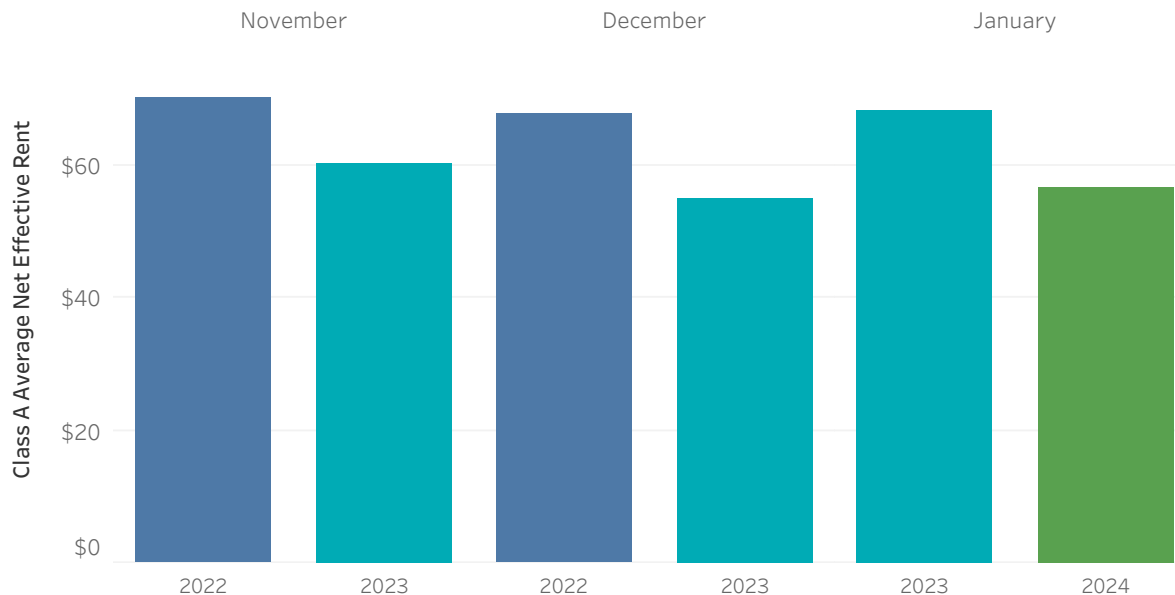
\$56.58
Net Effective Rent

NER % Change from 2023
▼ -17%

Occupancy



Net Effective Rent (NER)





Openings and Coming Soon

Type

- ◆ Food & Beverage
- + Hotel

Status

- Coming Soon
- Open

7

Coming Soon

4

Open This Month

