



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report June 2023



KEY INDICATORS



279,888
Average Daily Pedestrians



81%
Storefront Businesses are Open



5,999 SF
Total SF signed



86.6%
Hotel Occupancy





Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

Broadway

CRE

Retail



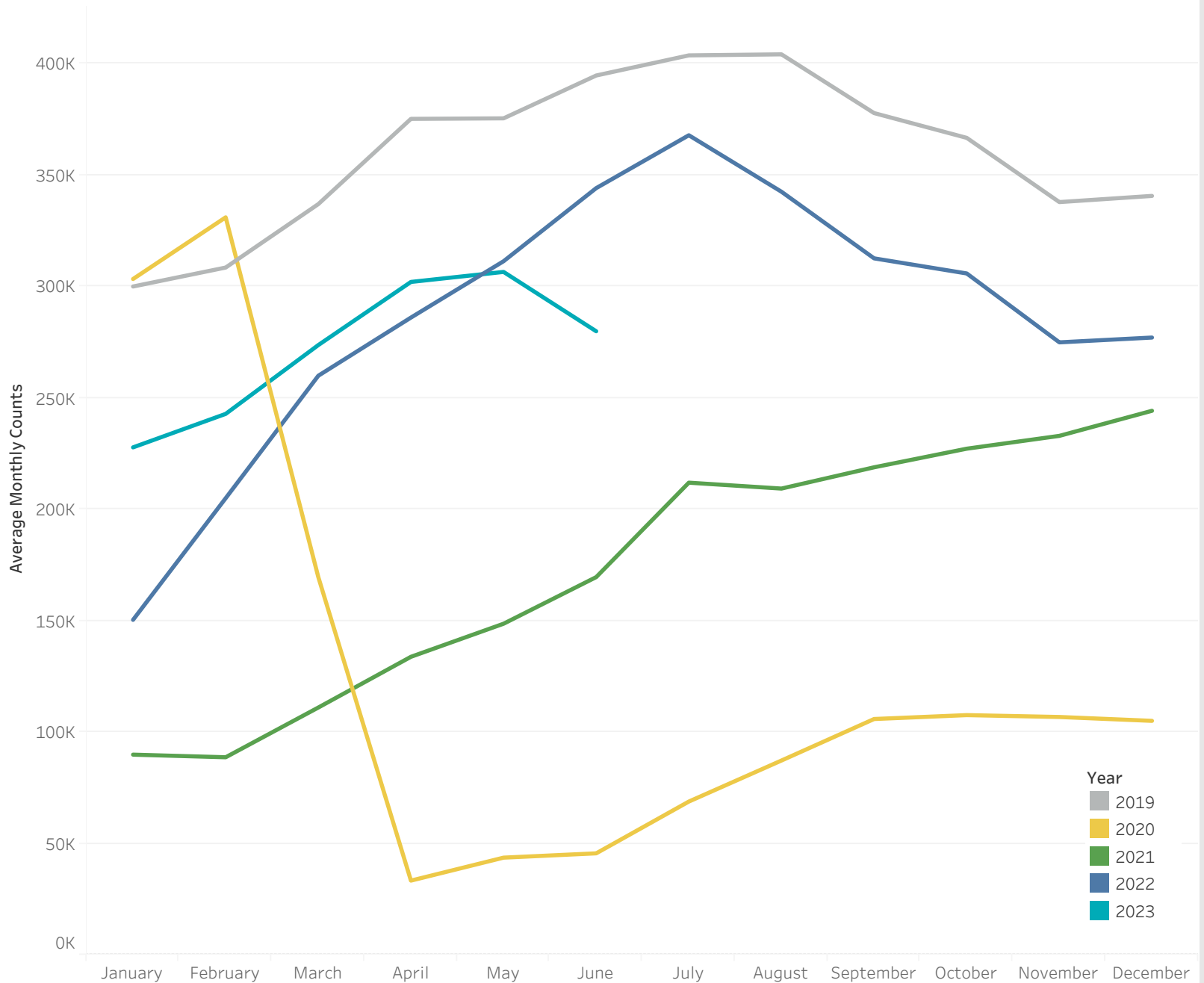
279,888
Average Daily
Pedestrians

% Change from 2022
▼ **-19%**

% Change from 2021
65%

% Change from 2019
-29%

Average Daily Pedestrian Counts (Per Month)





Year

■ 2022

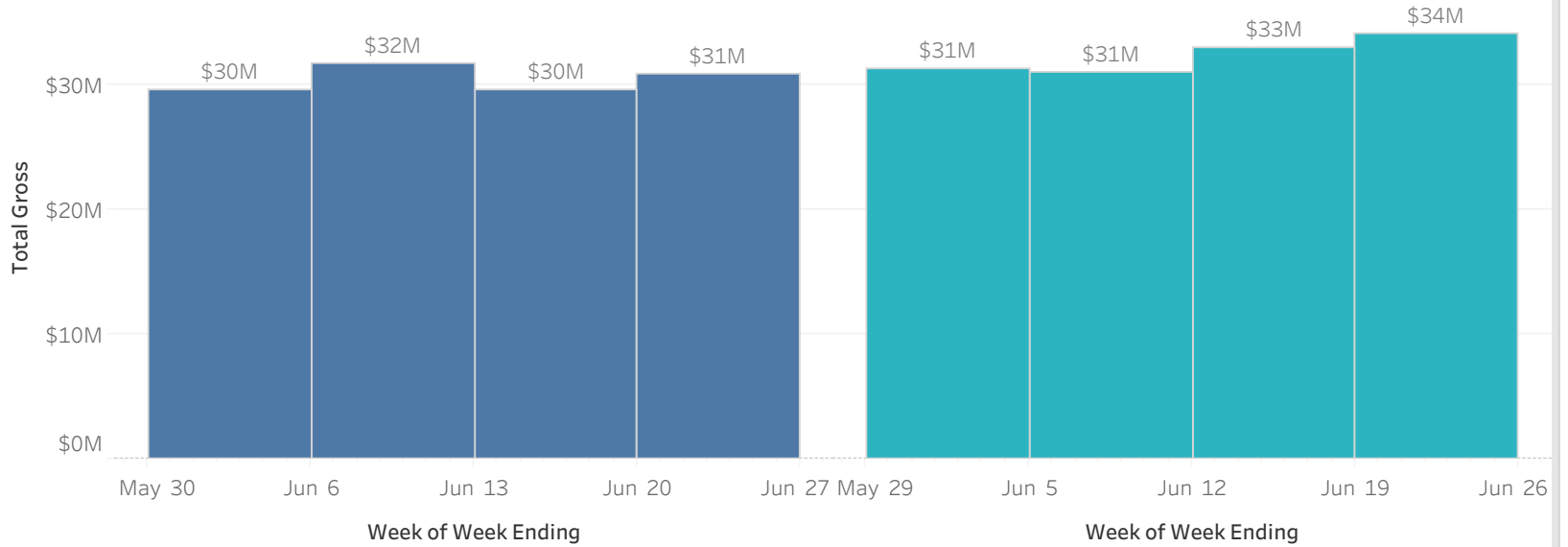
■ 2023

2022

2023

Weekly Broadway Gross Revenue

Week Ending



\$32.3 Million

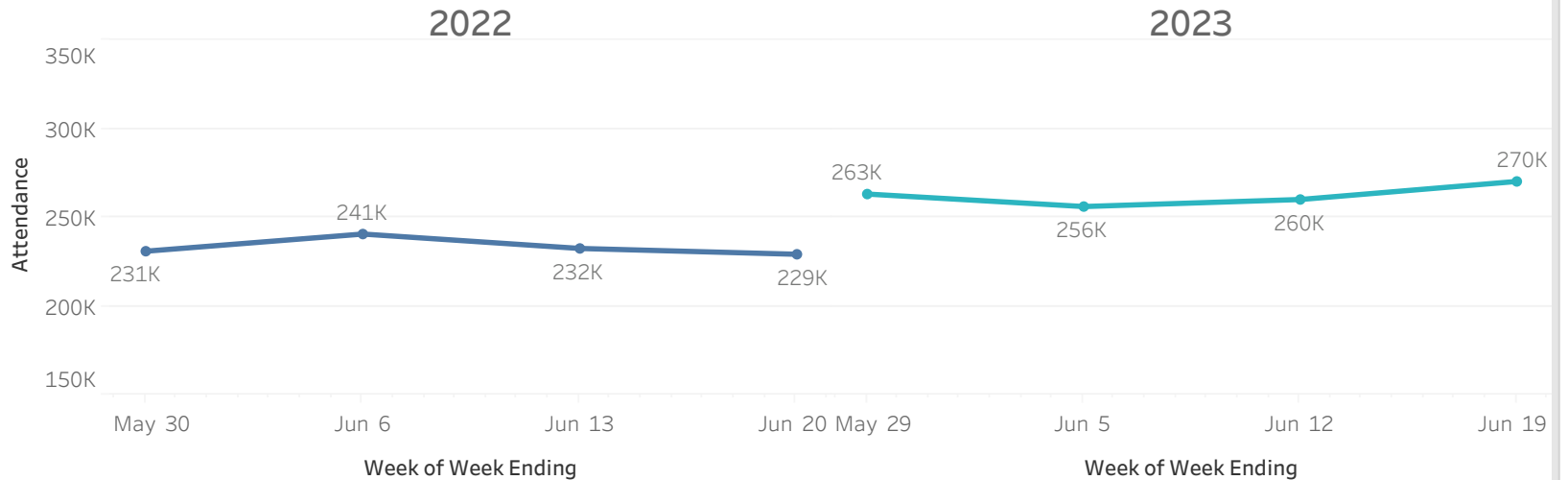
June Sales (weekly average)

Sales % Change from 2022

▲ 3%

Weekly Broadway Attendance

Week Ending



262,346

June Attendance (weekly average)

Attendance % Change from 2022

▲ 5%



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

Reporting Area

- Manhattan
- Midtown
- Times Square

86.6%

Occupancy Rate

Occupancy % Change from 2022

▲ 5%

\$295.28

Average Daily Rate

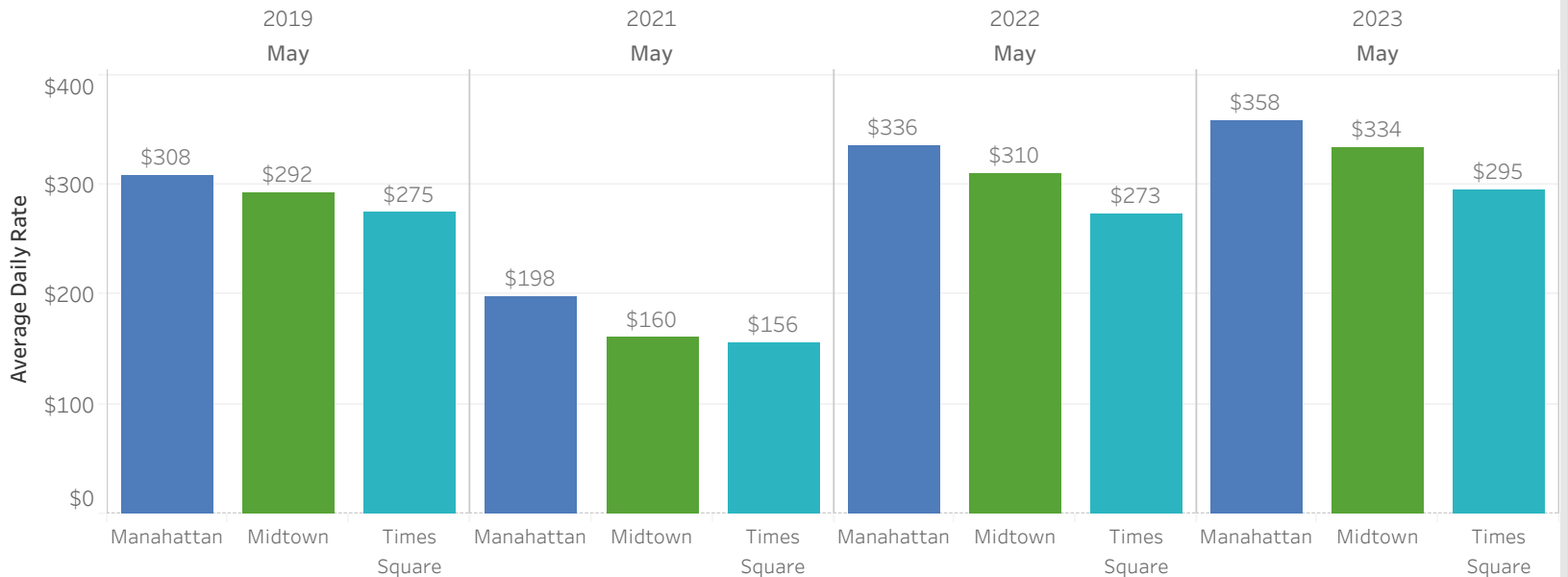
ADR % Change from 2022

▲ 8%

Occupancy



Average Daily Rate





Year

■ 2022

■ 2023

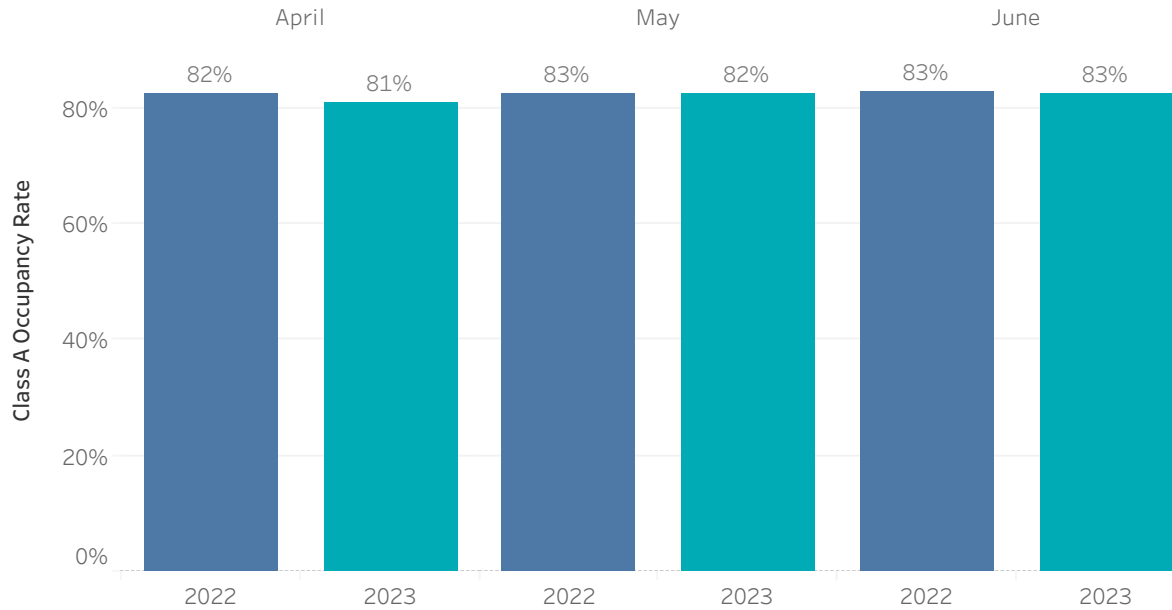
82.5%
Occupancy Rate

Occupancy % Change
from 2022
▼ 0%

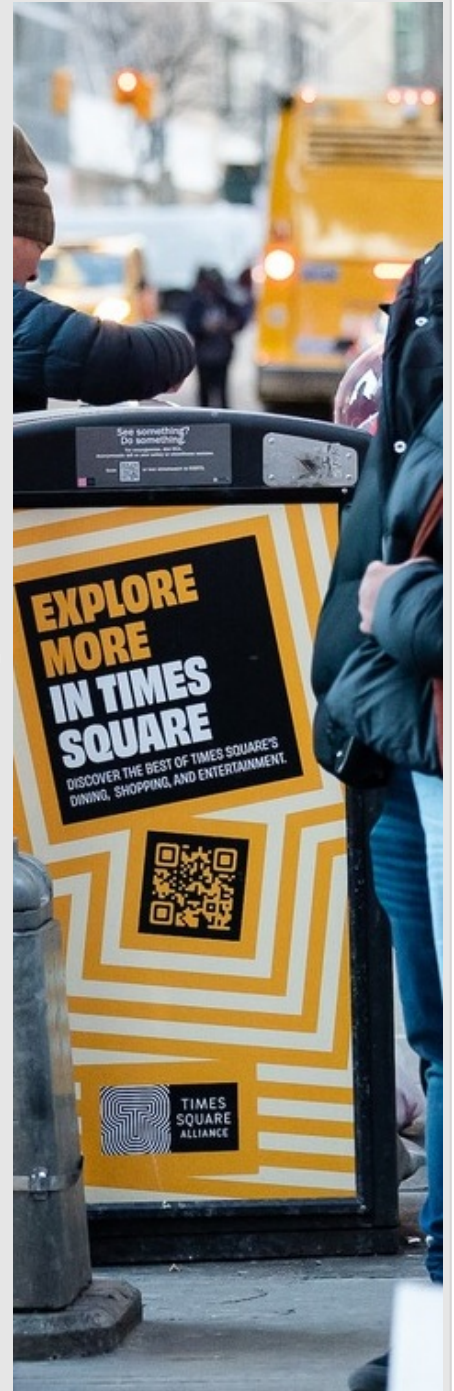
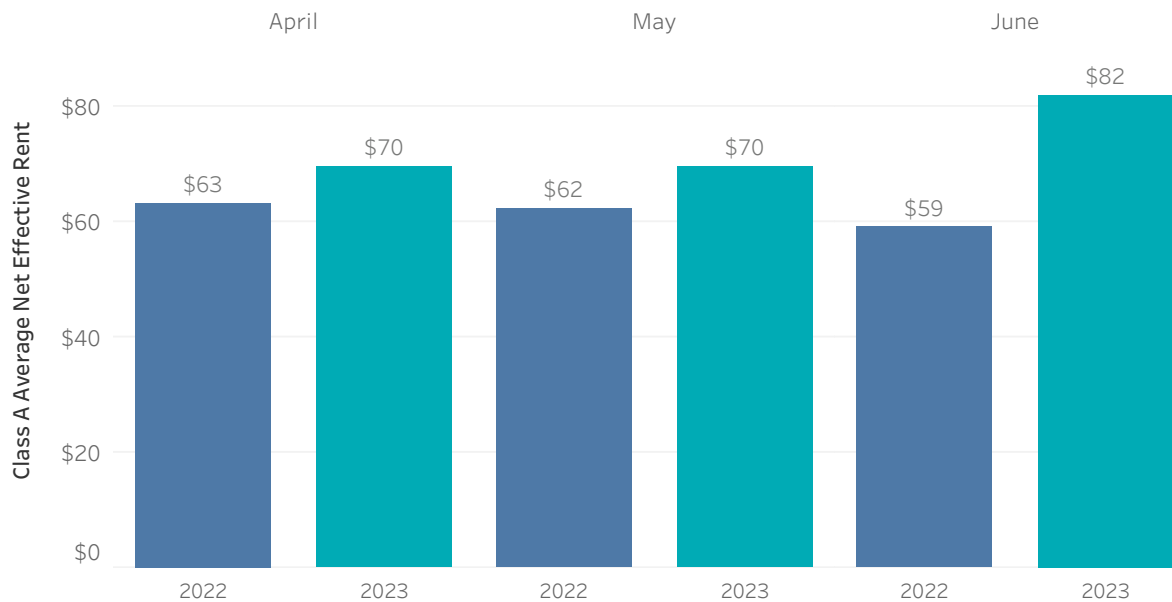
\$81.96
Net Effective Rent

NER % Change from 2022
▲ 38%

Occupancy



Net Effective Rent





Openings and Coming Soon

Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

17

Coming Soon

7

Open This Month

