

# Times Square Alliance Monthly Economic Indicator Report

June 2024

\*June activity unless otherwise indicated\*



## KEY INDICATORS



227,920

June 2024 Average Daily Pedestrians



88%

Storefront Businesses are Open



32,336 SF  
Total Signed SF

1,436 SF Direct

30,900 SF Subleased



90.2%

May 2024 Hotel Occupancy





# Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail



227,920

June 2024 Average Daily Pedestrians

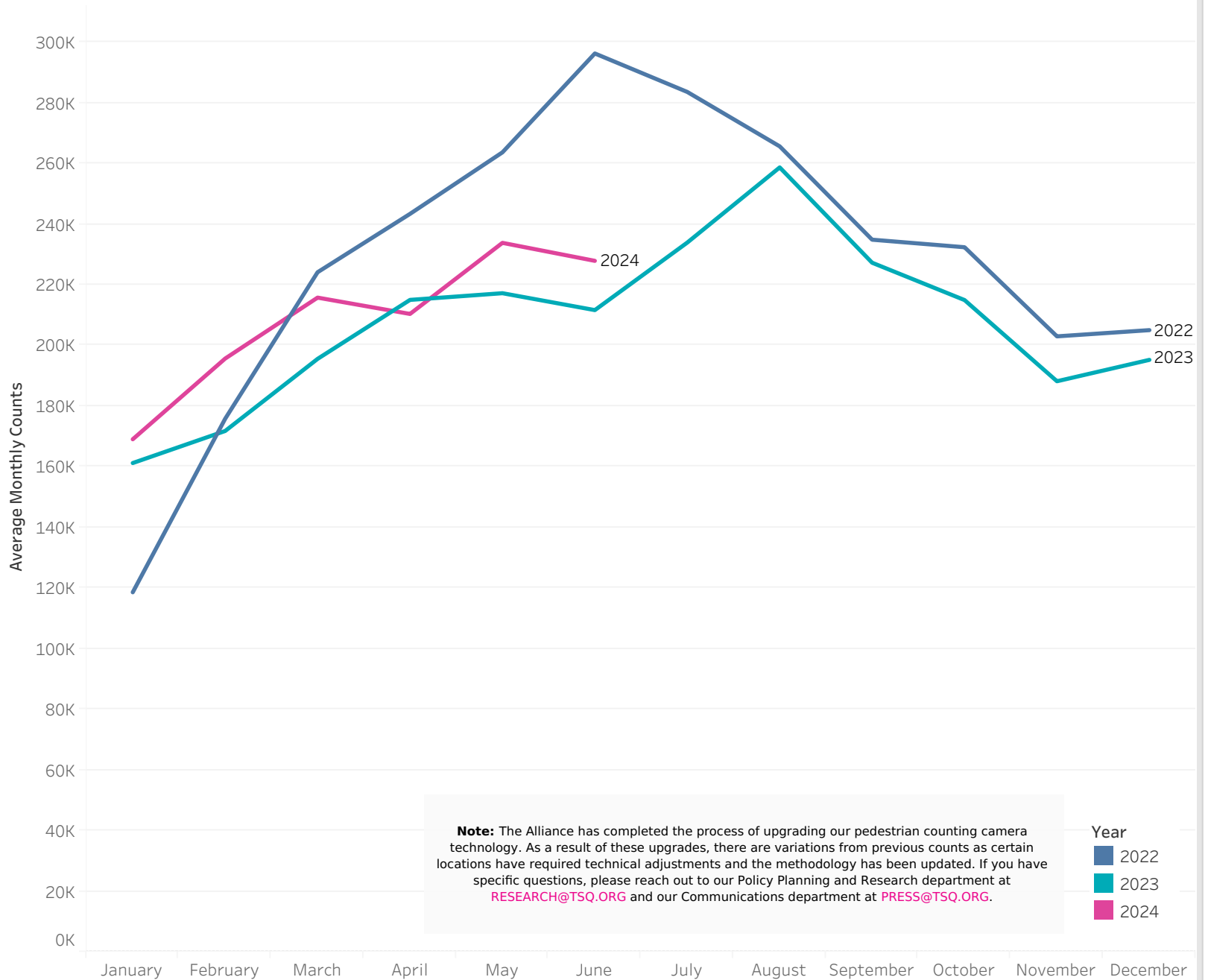
% Change from 2023

▲ 8%

% Change from 2022

▼ -23%

### Average Daily Pedestrian Counts (Per Month)





Year

■ 2023

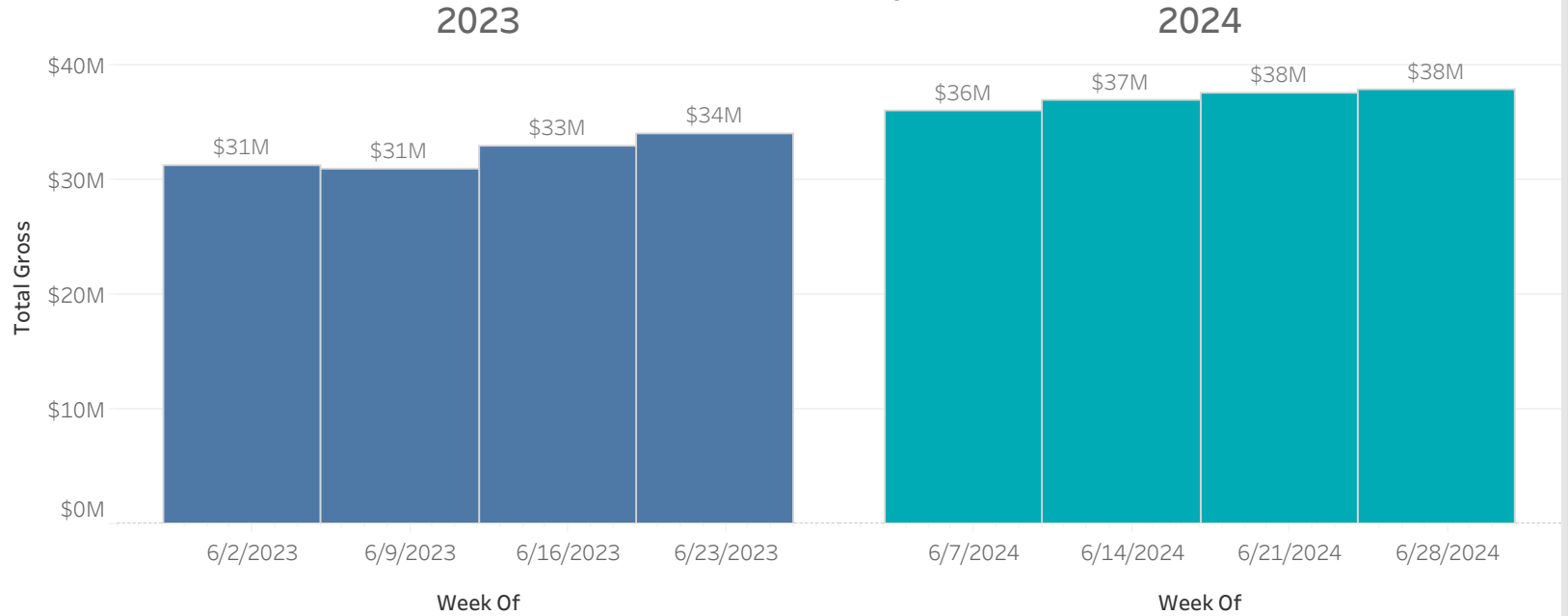
■ 2024

**\$36.4 Million**  
June 2024 Sales  
(weekly average)

Monthly Sales % Change  
from 2023  
▲ 13%

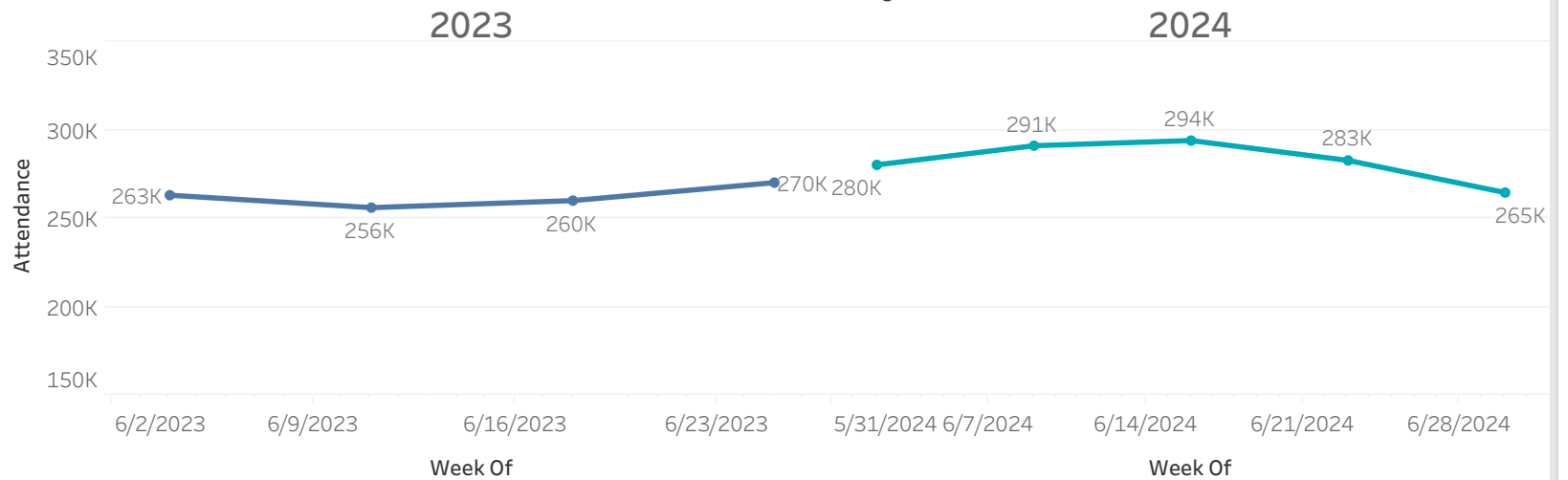
## Weekly Broadway Gross Revenue

Week Ending



## Weekly Broadway Attendance

Week Ending



**282,532**  
June 2024 Attendance  
(weekly average)

Attendance % Change from  
2023  
▲ 8%



# Economic Indicators **Hotels**

Pedestrians

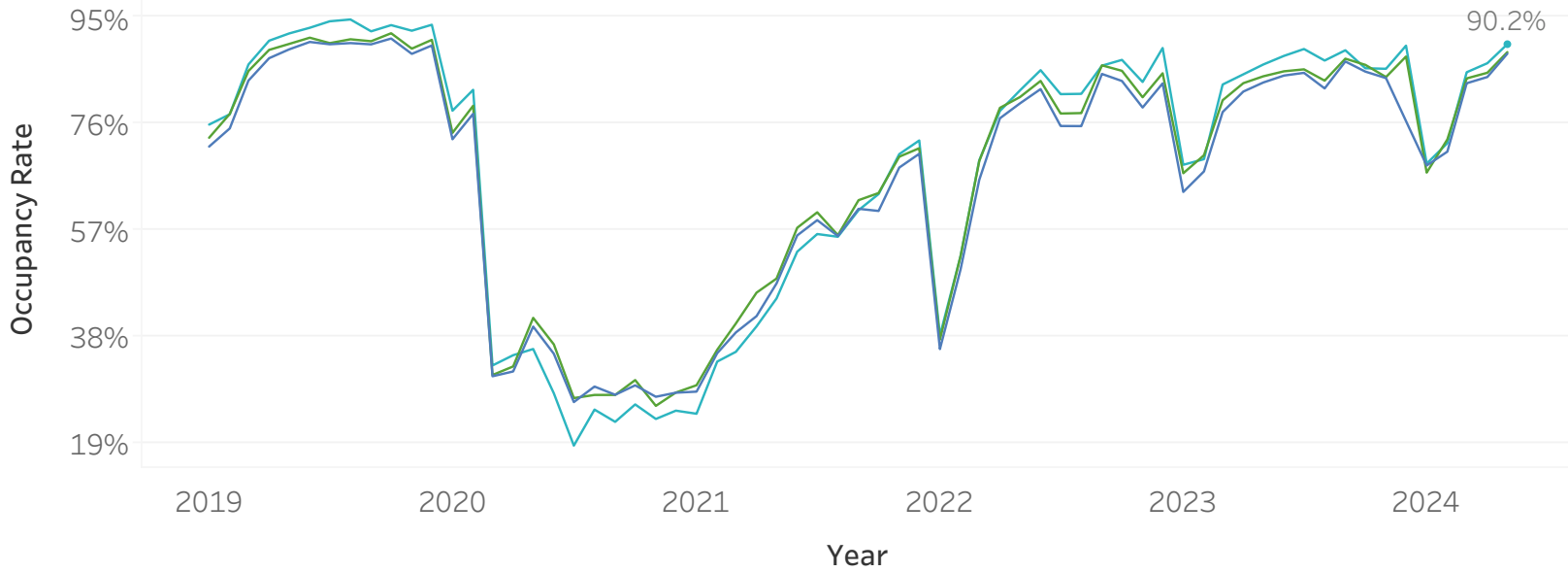
**Hotels**

Broadway

CRE

Retail

## Occupancy



**90.2%**

May Occupancy Rate

Occupancy % Change from 2023

▲ **4%**

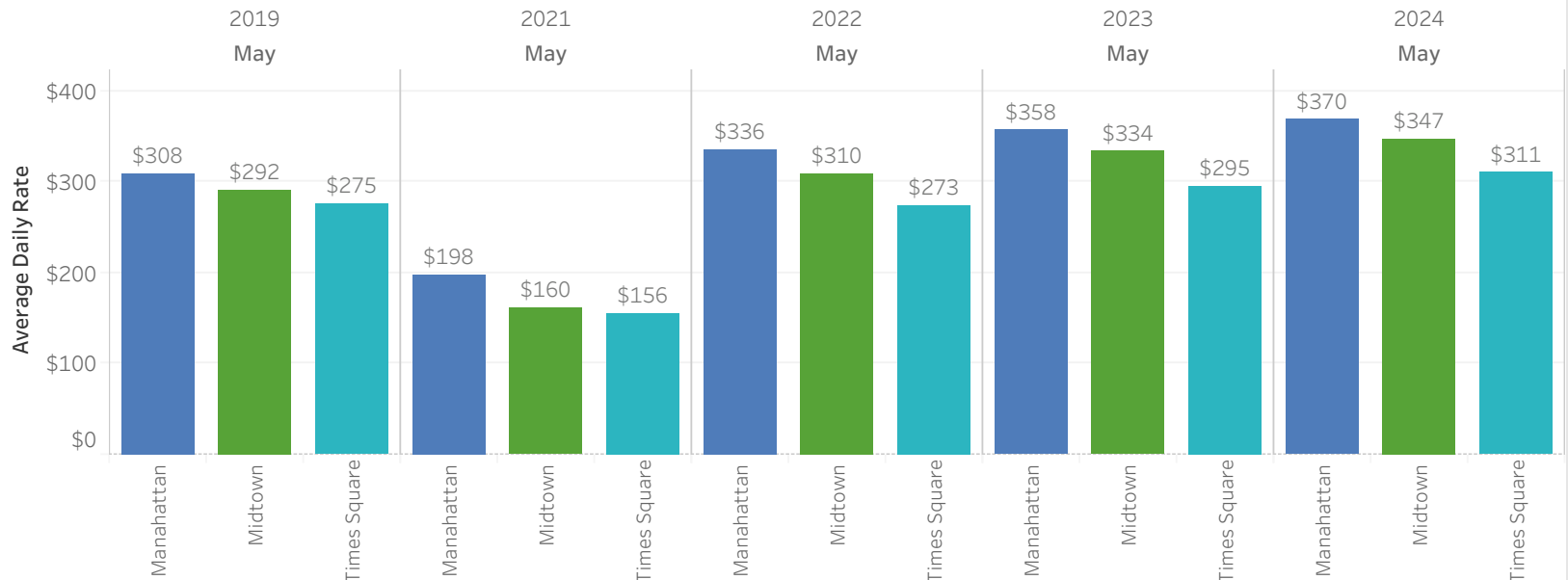
**\$310.53**

May 2024 Average Daily Rate

ADR % Change from 2023

▲ **5%**

## Average Daily Rate (ADR)





Year

■ 2023

■ 2024

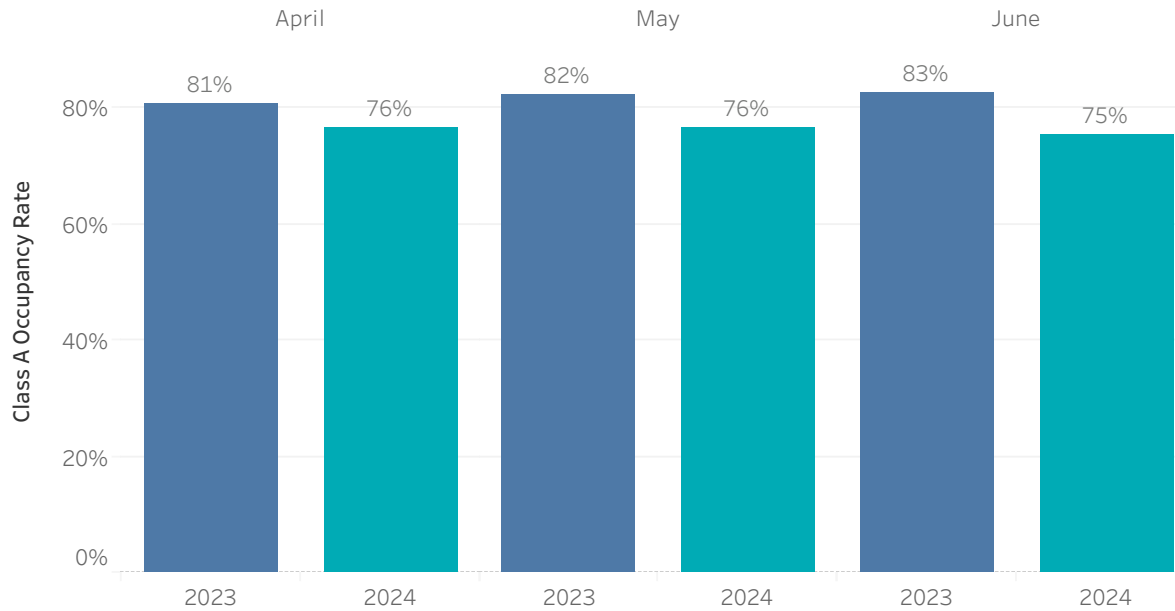
**75.3%**  
June 2024  
Occupancy Rate

Monthly Occupancy %  
Change from 2023  
▼ **-7%**

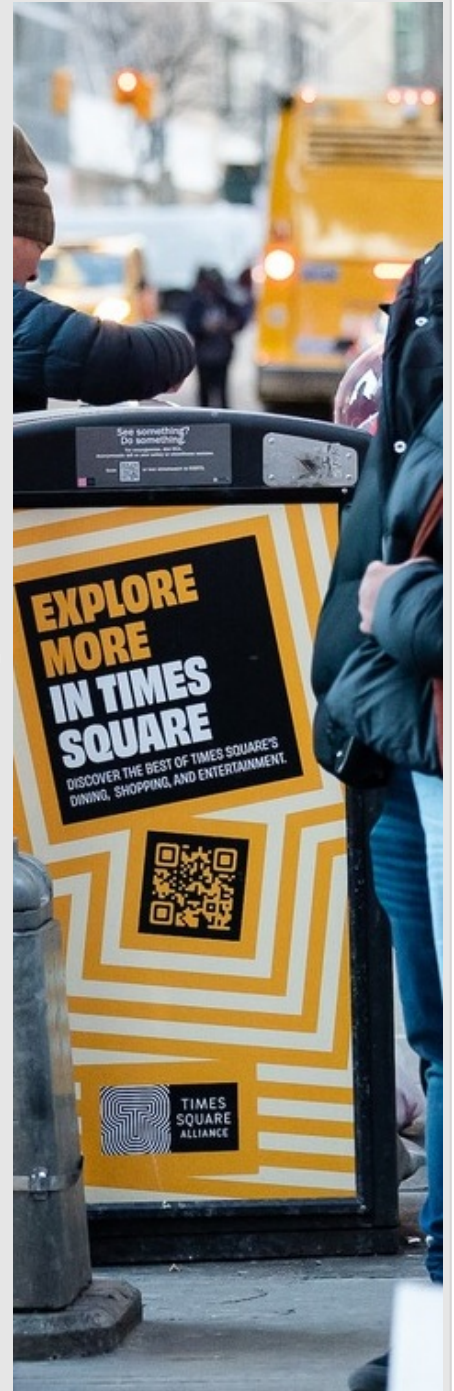
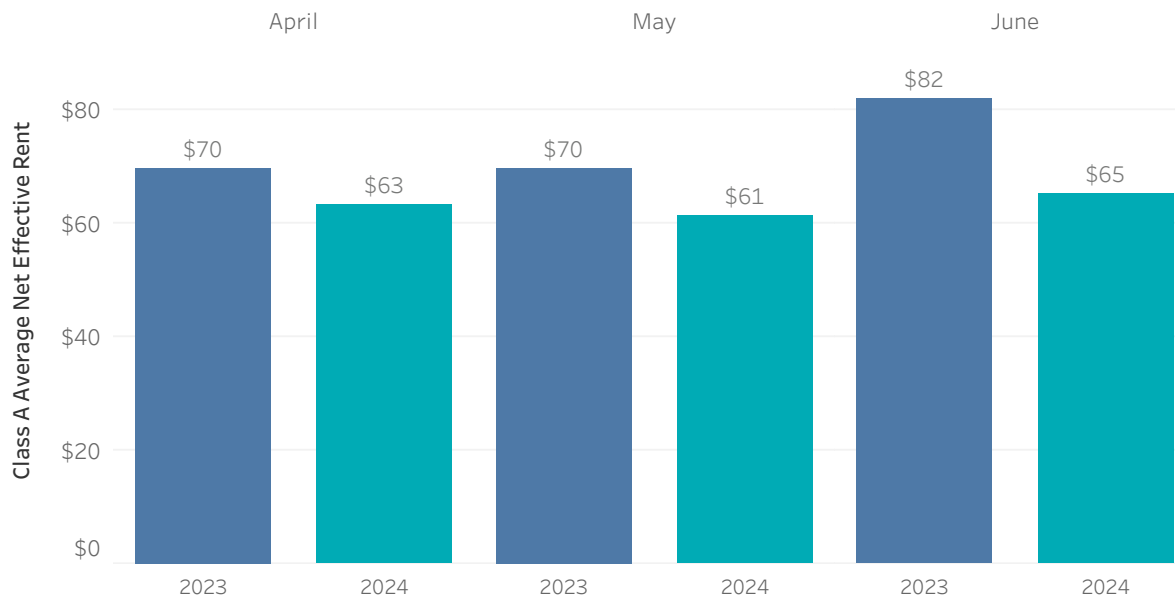
**\$65.19**  
Net Effective Rent

NER % Change from 2023  
▼ **-20%**

## Occupancy



## Net Effective Rent (NER)





## Openings and Coming Soon

### Type

- ◆ Food & Beverage
- + Hotel
- ★ Retail
- ✕ Services

### Status

- Coming Soon
- Open

7

Coming Soon

6

Open This Month

