



Pedestrians

Hotels

Broadway

CRE

Retail

# Times Square Alliance Monthly Economic Indicator Report March 2023

## KEY INDICATORS



**273,690**  
Average Daily Pedestrians



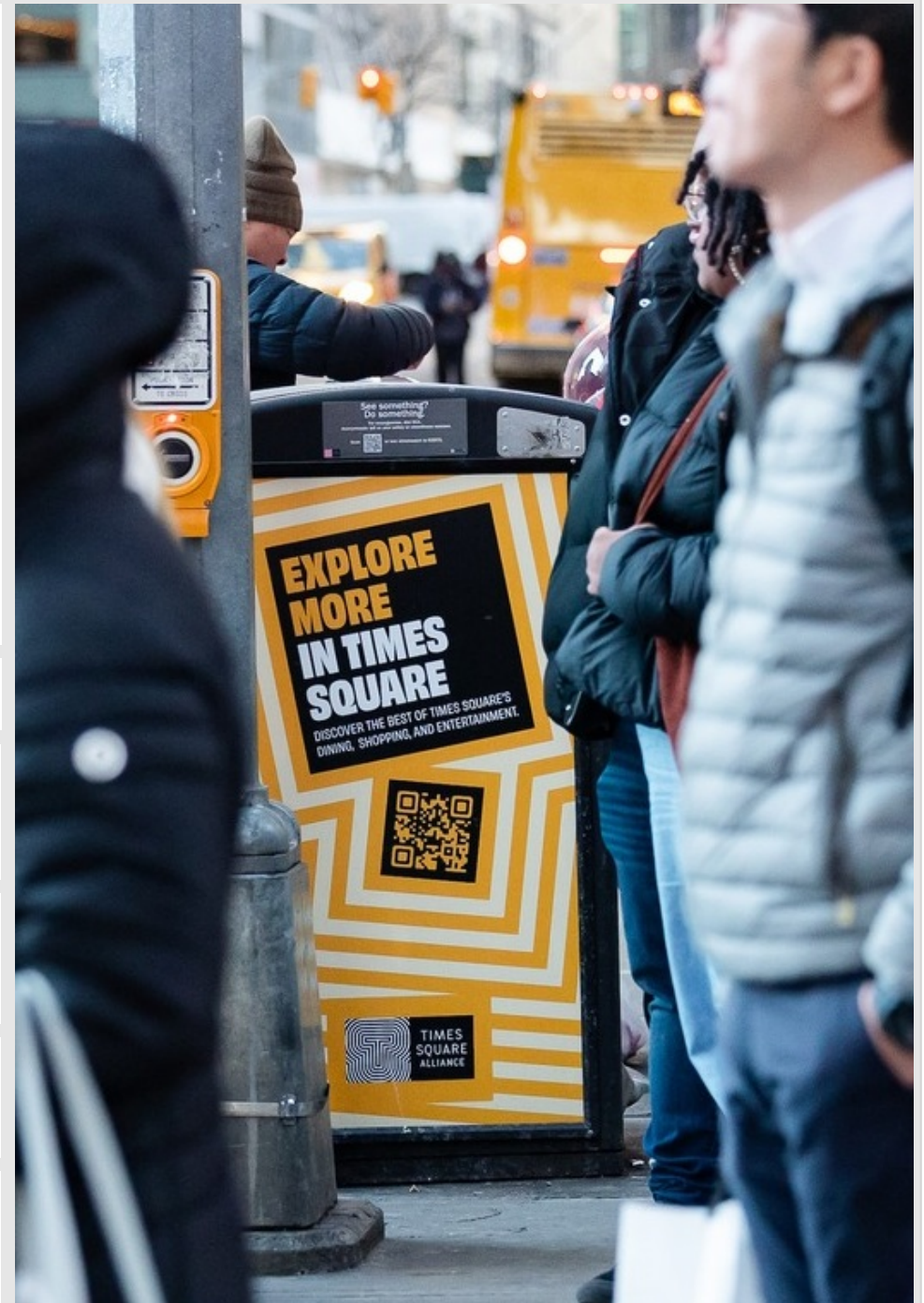
**81%**  
Storefront Businesses are Open



**10,701 SF**  
Total SF signed



**69.7%**  
Hotel Occupancy







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

### Reporting Area

- Manhattan
- Midtown
- Times Square

**69.7%**  
Occupancy Rate

Occupancy % Change from 2022  
**▲ 17%**

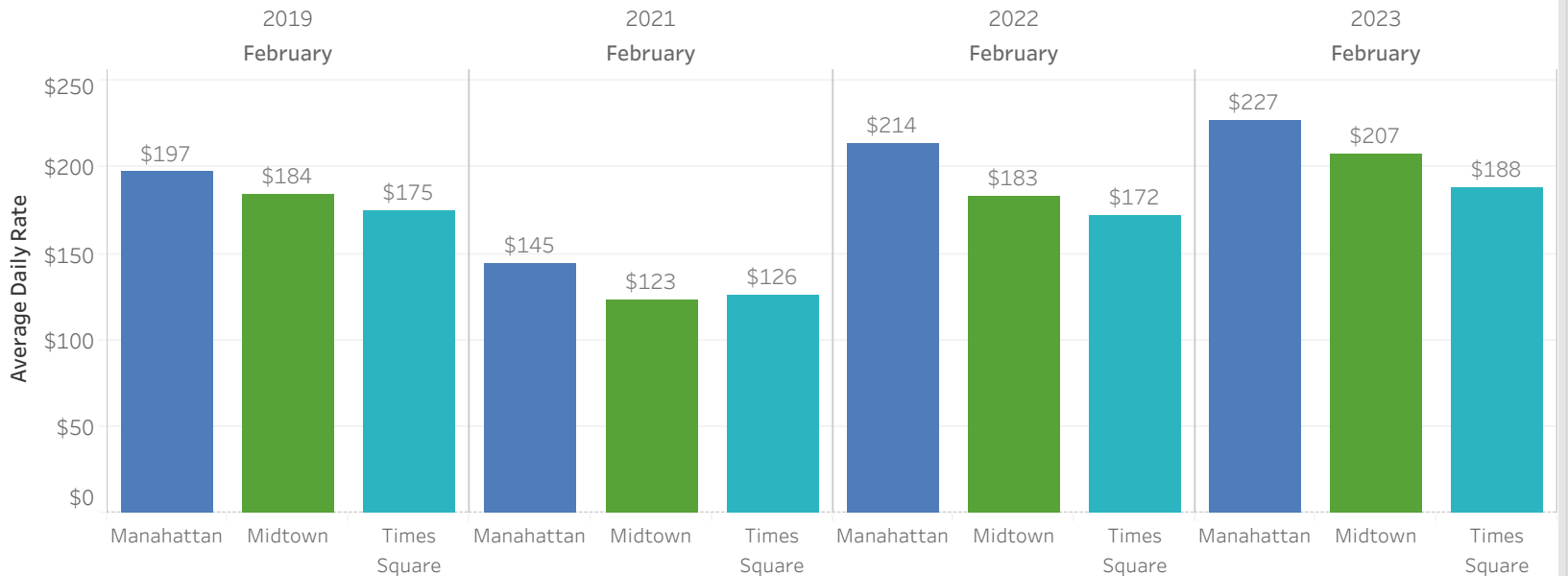
**\$188.12**  
Average Daily Rate

ADR % Change from 2022  
**▲ 10%**

## Occupancy



## Average Daily Rate

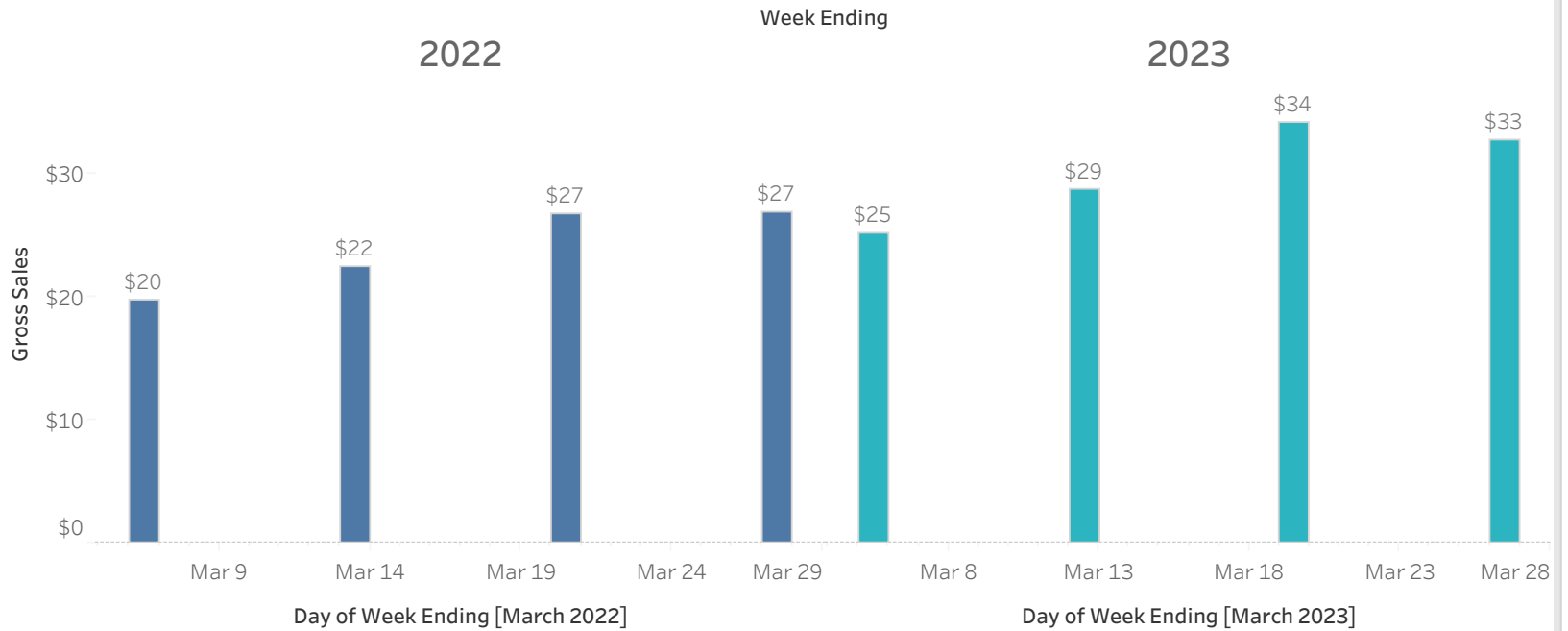




## Weekly Broadway Gross Revenue

**\$30.1 Million**  
March Sales (weekly average)

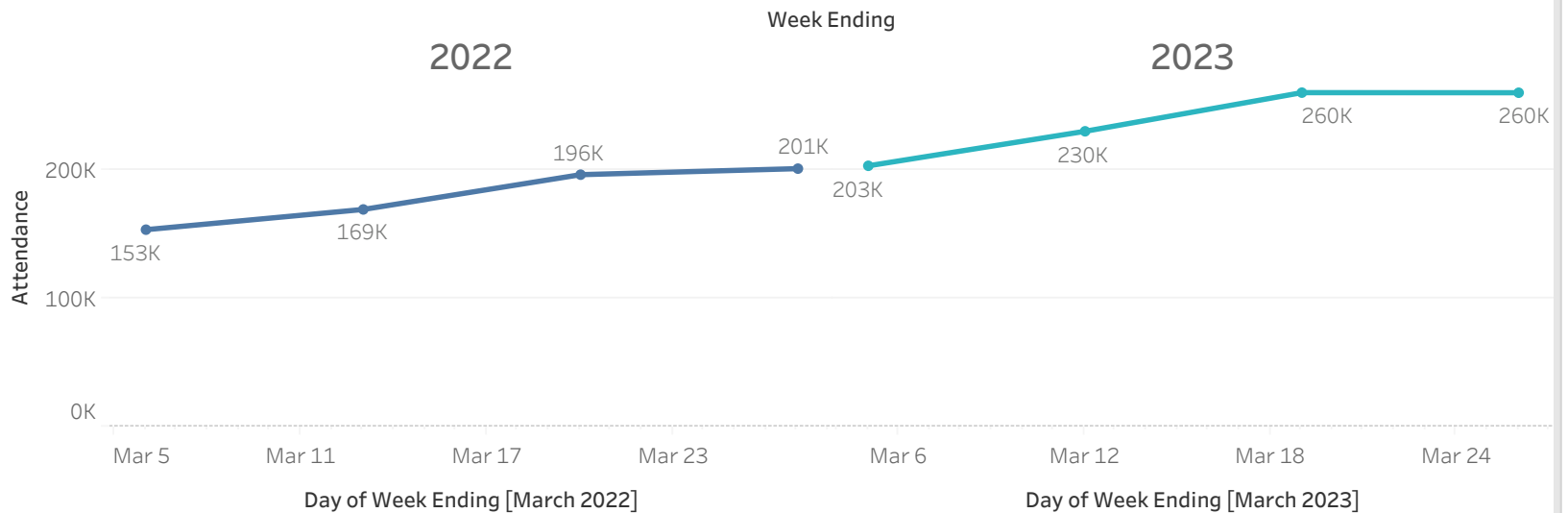
Sales % Change from 2022  
**▲ 44%**



## Weekly Broadway Attendance

**238,076**  
March Attendance  
(weekly average)

Attendance % Change from 2022  
**▲ 51%**





Year

■ 2022

■ 2023

**83.0%**  
Occupancy Rate

Occupancy % Change  
from 2022

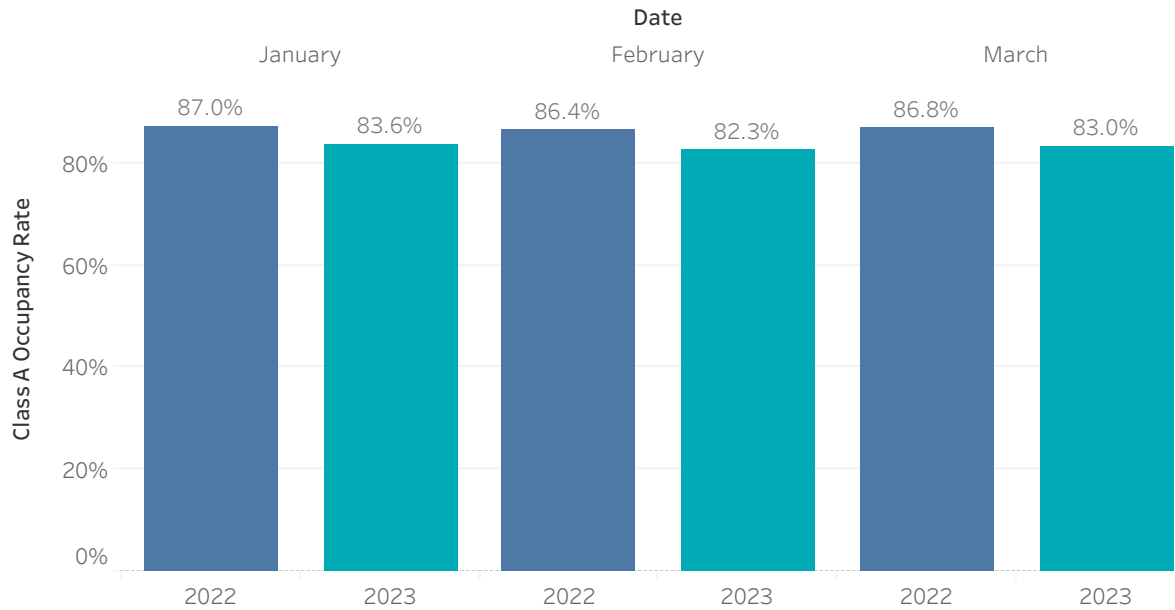
▼ -4%

**\$89.12**  
Net Effective Rent

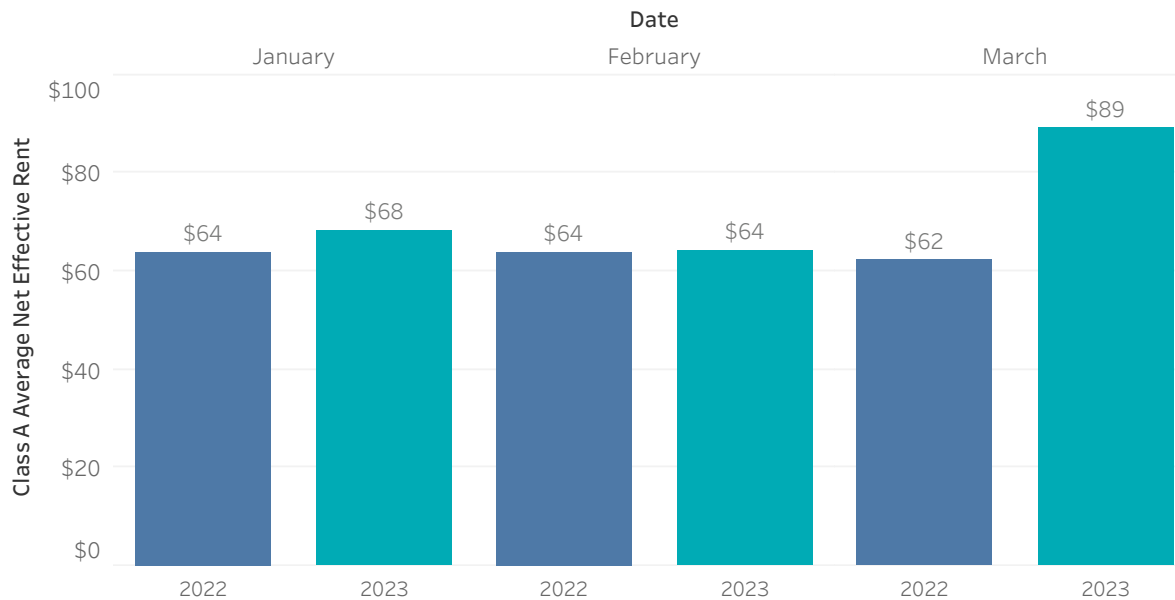
NER % Change from 2022

▲ 43%

## Occupancy



## Net Effective Rent





## Openings and Coming Soon

### Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

### Status

- Coming Soon
- Open

15

Coming Soon

5

Open This Month

