

Times Square Alliance Monthly Economic Indicator Report

May 2024

May activity unless otherwise indicated



KEY INDICATORS



243,352

May 2024 Average Daily Pedestrians



84%

Storefront Businesses are Open



0 SF

Total Signed SF

0 SF Direct

0 SF Subleased



86.8%

April 2024 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail



243,352

May 2024 Average Daily Pedestrians

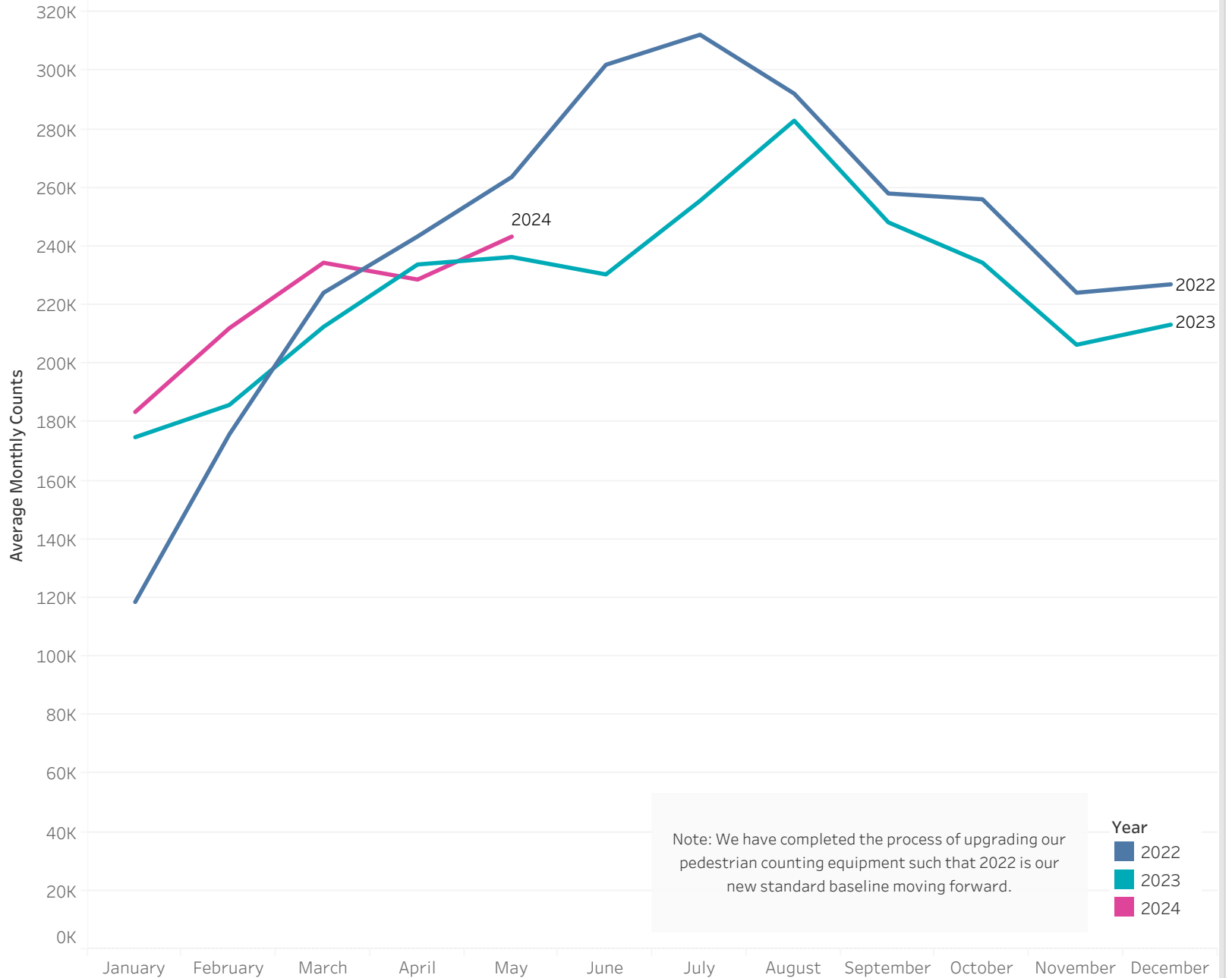
% Change from 2023

▲ 3%

% Change from 2022

▼ -8%

Average Daily Pedestrian Counts (Per Month)



Note: We have completed the process of upgrading our pedestrian counting equipment such that 2022 is our new standard baseline moving forward.

Year

- 2022
- 2023
- 2024



Year

2023

2024

\$35.5 Million
May 2024 Sales
(weekly average)

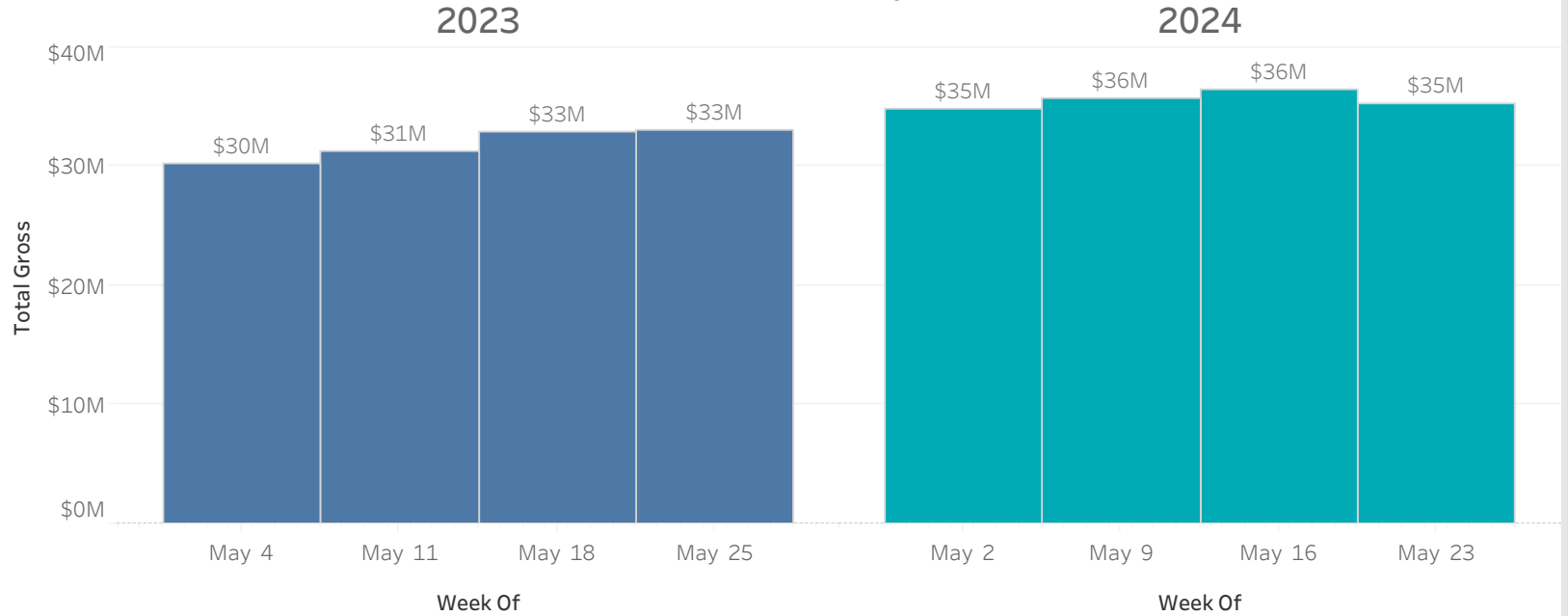
Monthly Sales % Change
from 2023
▲ 12%

289,169
May 2024 Attendance
(weekly average)

Attendance % Change from
2023
▲ 8%

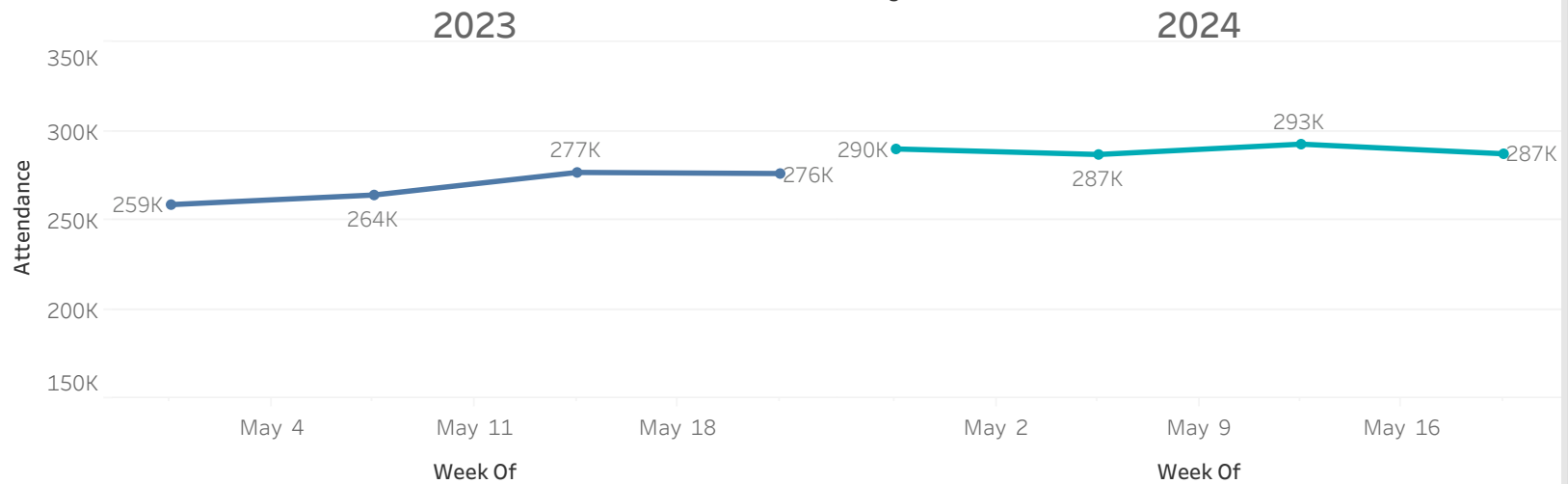
Weekly Broadway Gross Revenue

Week Ending



Weekly Broadway Attendance

Week Ending





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

Reporting Area

- Manhattan
- Midtown
- Times Square

86.8%

April Occupancy Rate

Occupancy % Change from 2023

▲ 2%

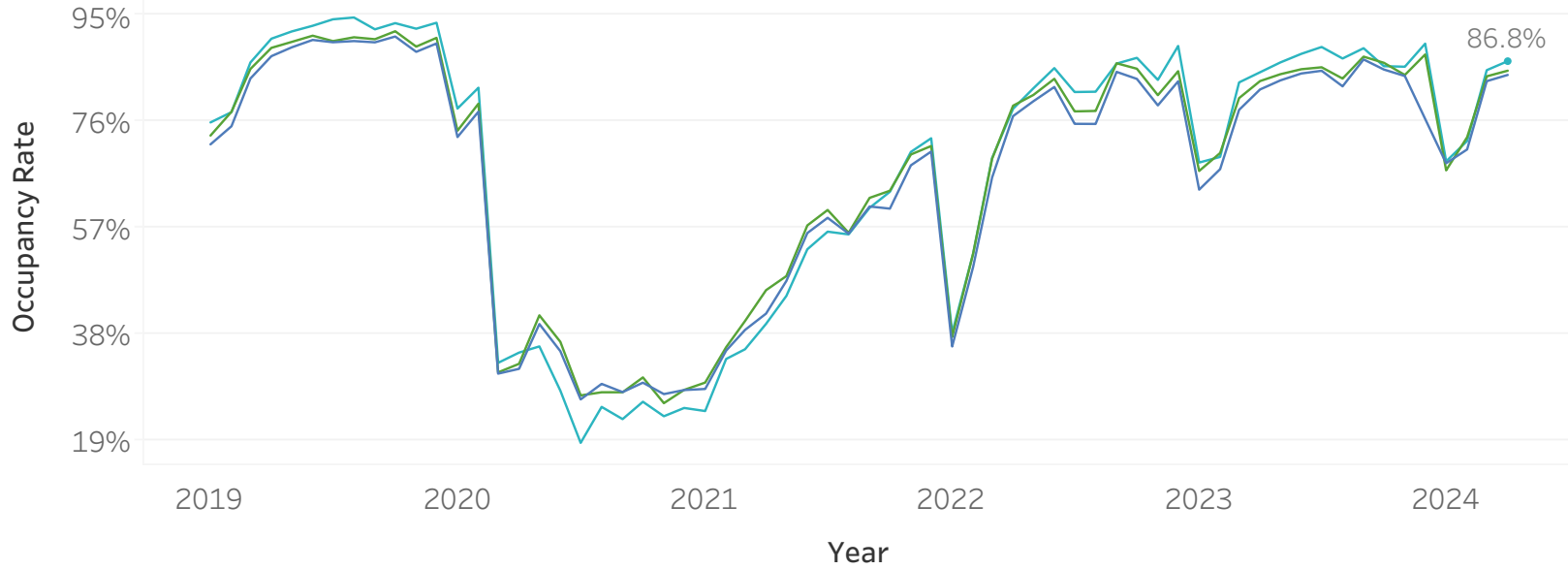
\$277.73

April 2024 Average Daily Rate

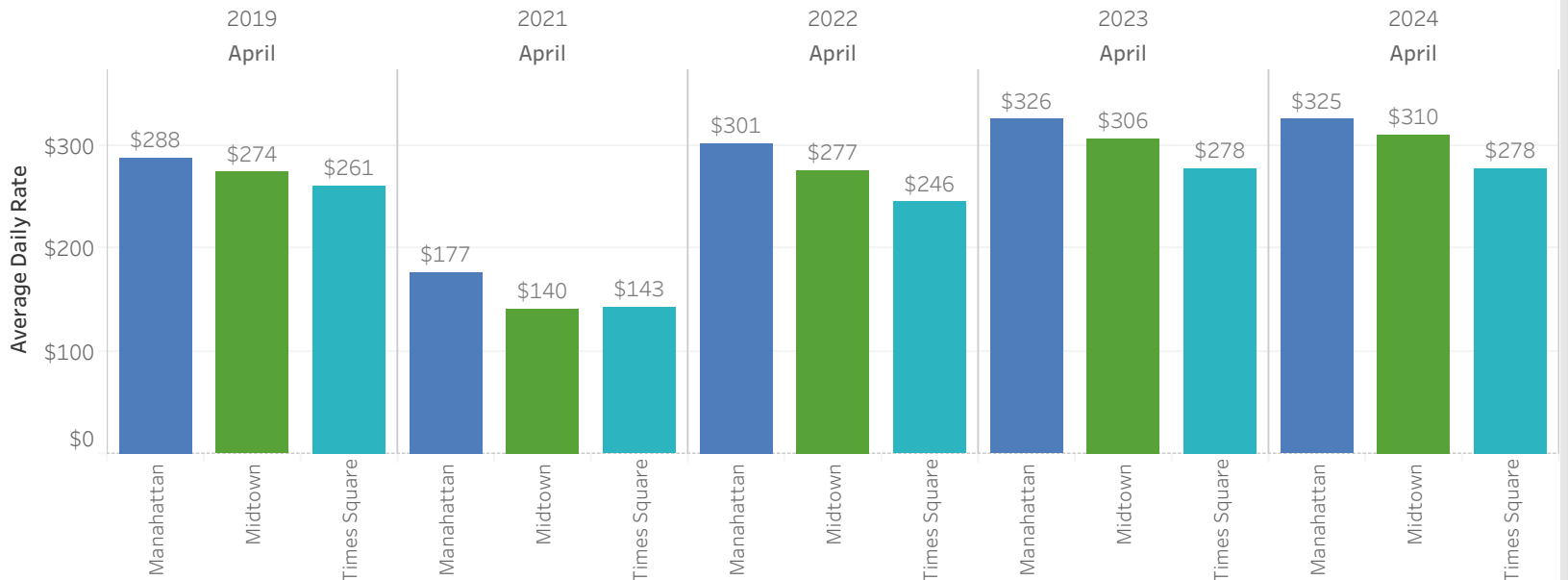
ADR % Change from 2023

▲ 0%

Occupancy



Average Daily Rate (ADR)





Year

■ 2023
■ 2024

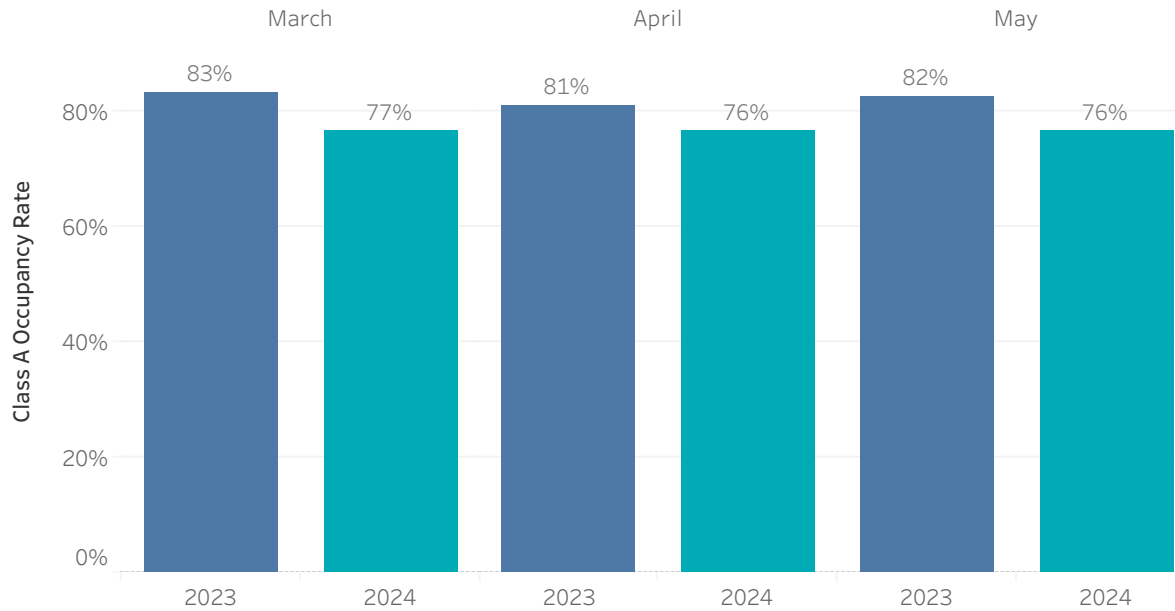
76.4%
May 2024
Occupancy Rate

Monthly Occupancy %
Change from 2023
▼ -6%

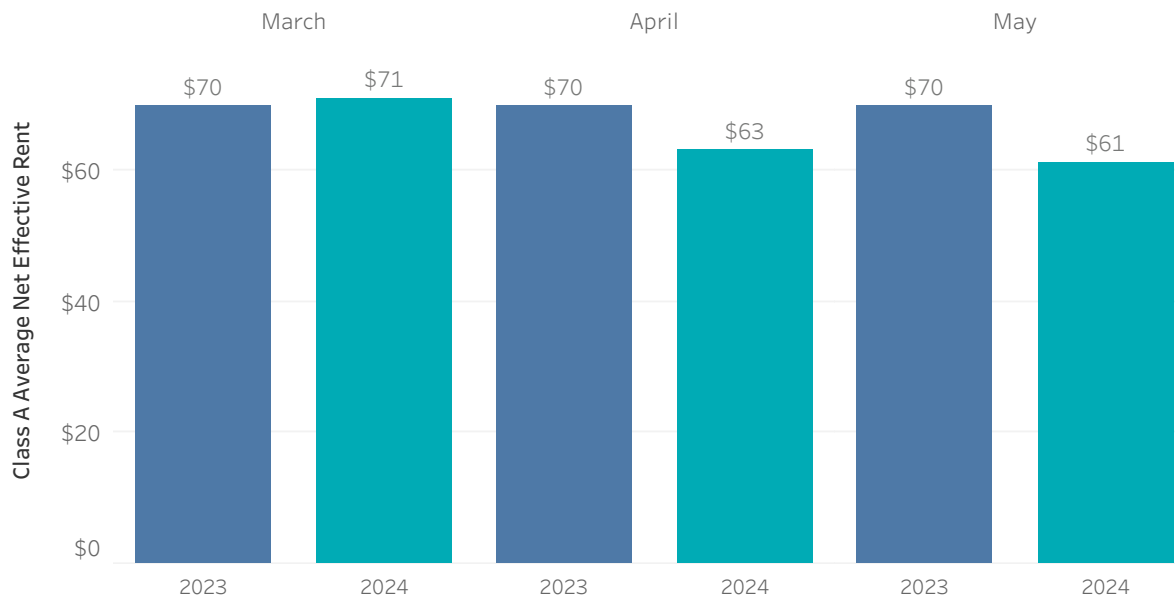
\$61.53
Net Effective Rent

NER % Change from 2023
▼ -12%

Occupancy



Net Effective Rent (NER)





Openings and Coming Soon

Type

- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

7

Coming Soon

6

Open This Month

