



Pedestrians

Hotels

Broadway

CRE

Retail

# Times Square Alliance Monthly Economic Indicator Report October 2023



## KEY INDICATORS



**289,655**  
October Average Daily Pedestrians



**84%**  
Storefront Businesses are Open



**0 SF**  
Total Signed Leases



**89.1%**  
September Hotel Occupancy





# Economic Indicators Pedestrian Counts

Pedestrians

Hotels

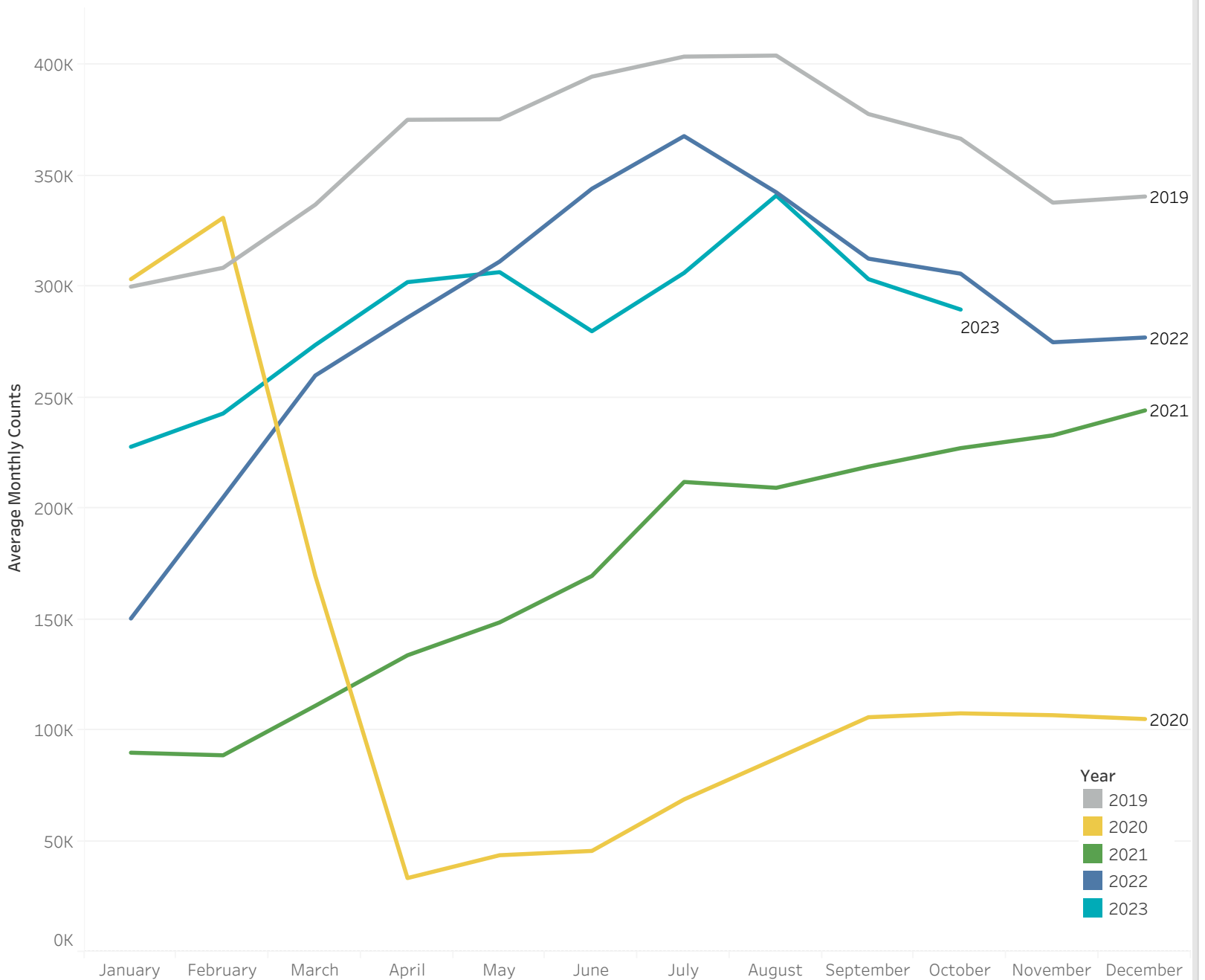
Broadway

CRE

Retail



## Average Daily Pedestrian Counts (Per Month)



**289,655**  
October Average Daily Pedestrians

% Change from 2022  
▼ -5%

% Change from 2021  
▲ 28%

% Change from 2019  
▼ -21%

Year

- 2019
- 2020
- 2021
- 2022
- 2023



Year

■ 2022

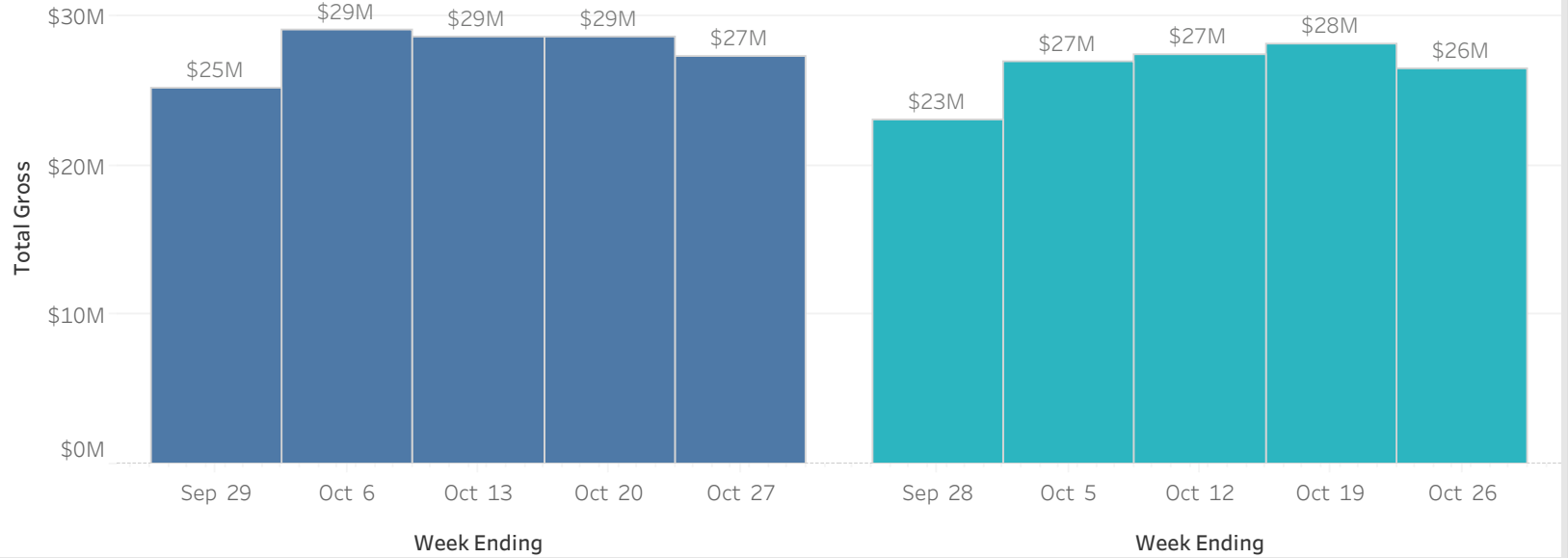
■ 2023

## Weekly Broadway Gross Revenue

Week Ending

2022

2023



**\$26.4 Million**  
October 2023 Sales  
(weekly average)

Sales % Change from 2022

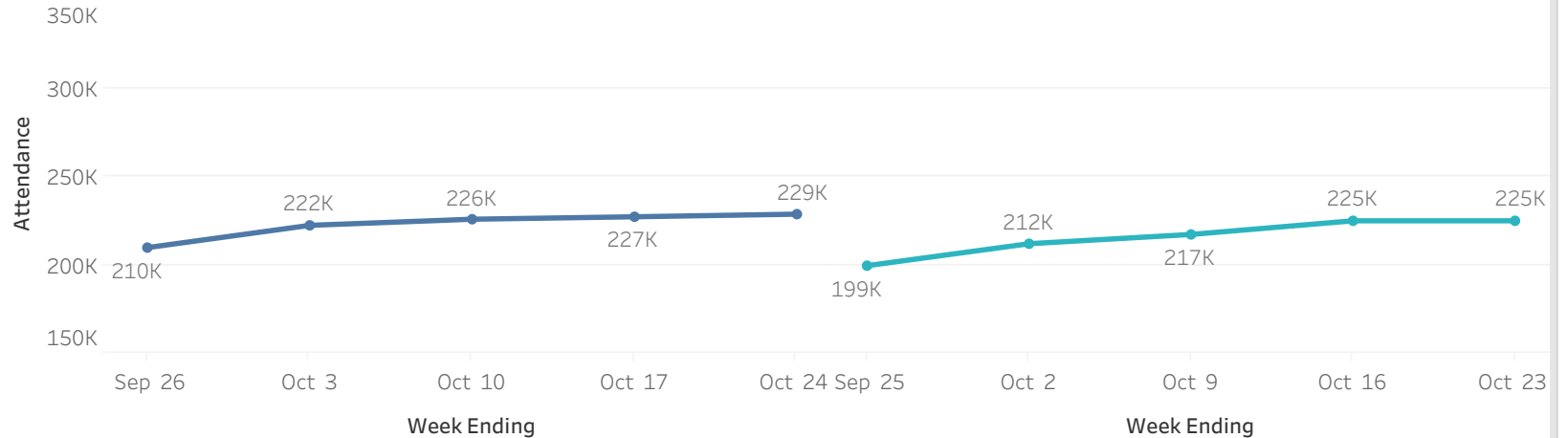
▼ -5%

## Weekly Broadway Attendance

Week Ending

2022

2023



**215,622**  
October 2023  
Attendance (weekly  
average)

Attendance % Change from  
2022

▼ -3%



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

### Reporting Area

- Manhattan
- Midtown
- Times Square

## 89.1%

September 2023  
Occupancy Rate

Occupancy % Change from 2022

▲ **3%**

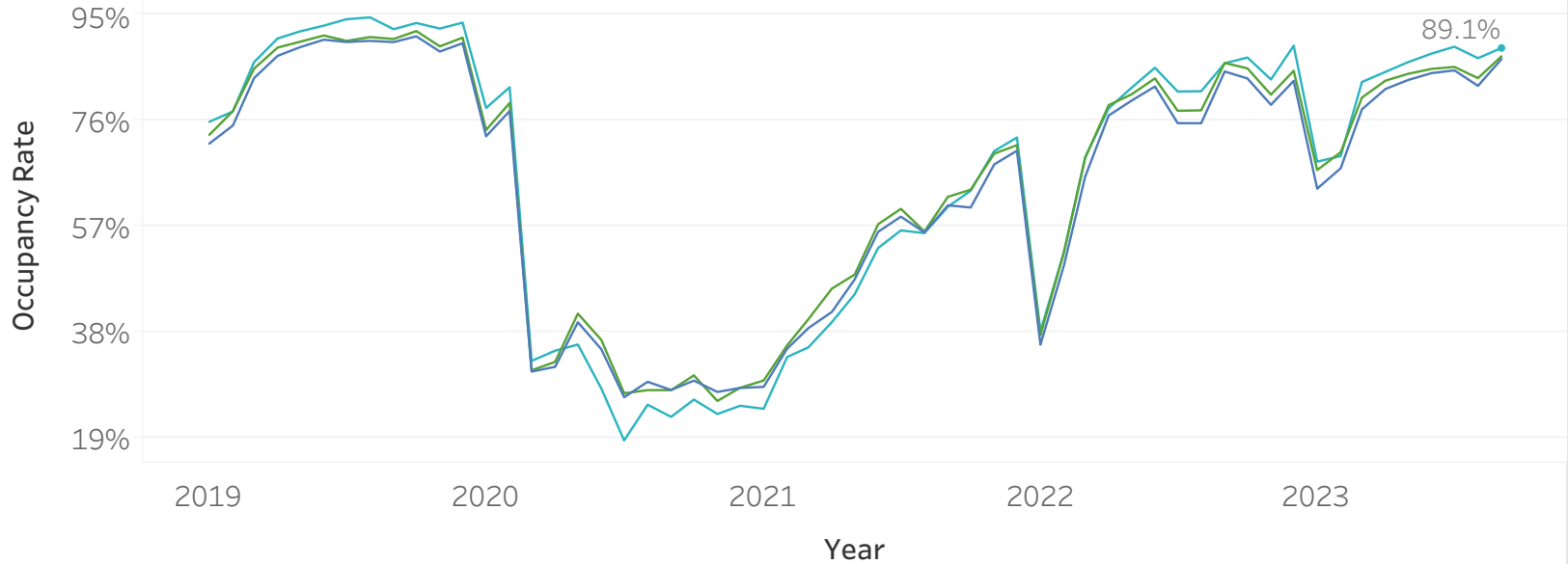
## \$352.02

September 2023  
Average Daily Rate

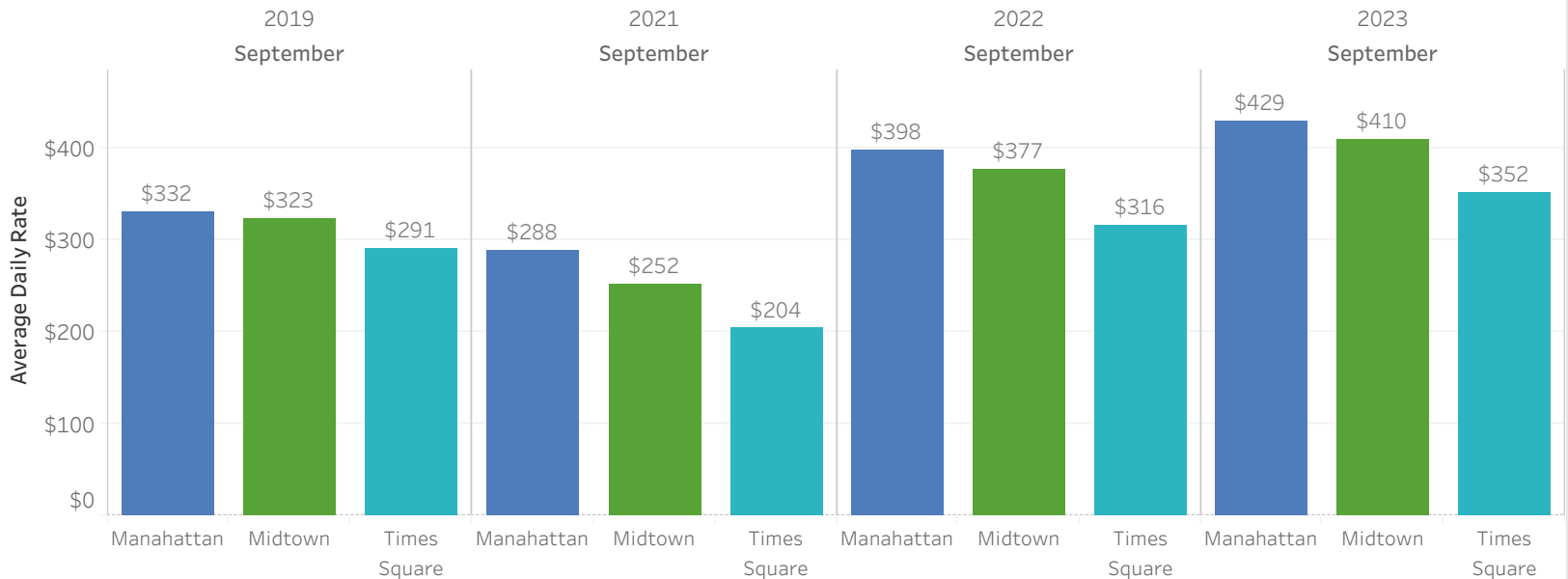
ADR % Change from 2022

▲ **11%**

## Occupancy



## Average Daily Rate

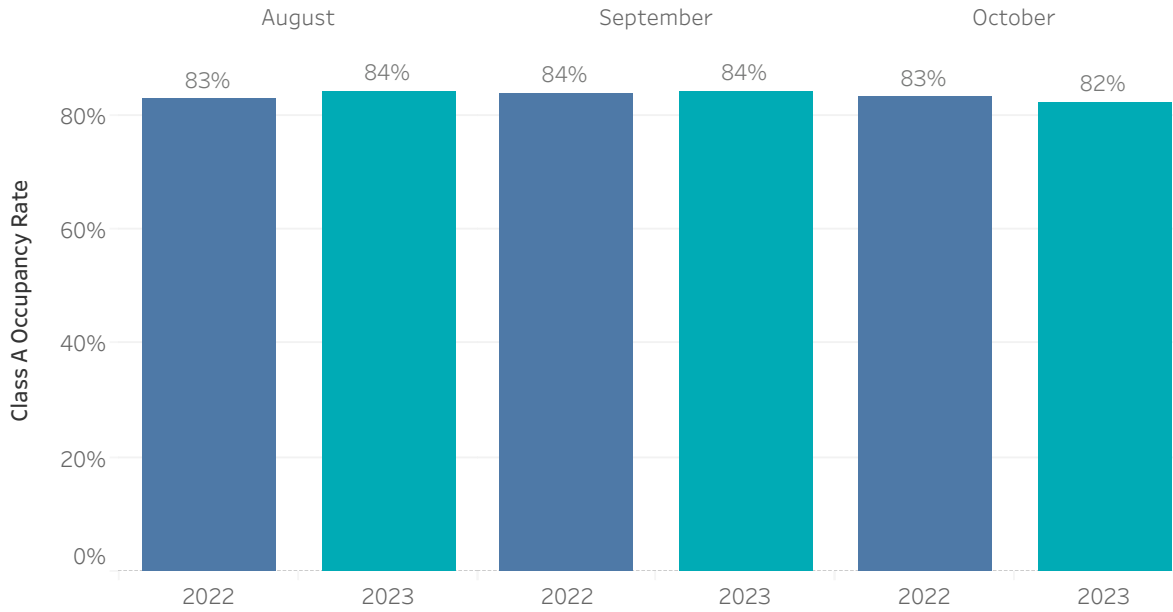




Year

- 2022
- 2023

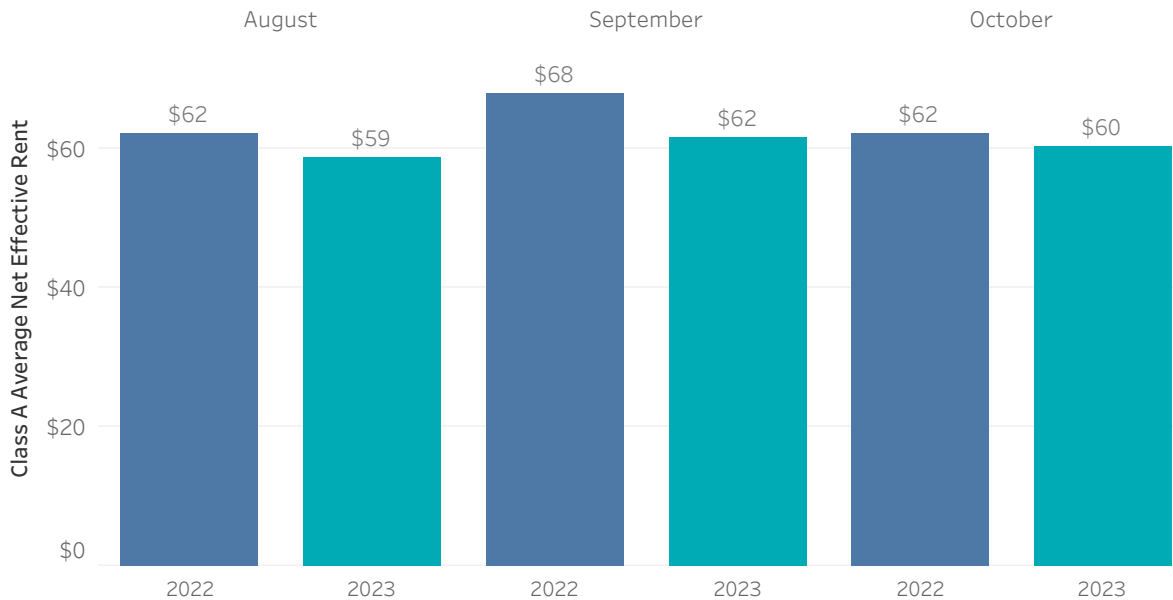
### Occupancy



**82.3%**  
October 2023  
Occupancy Rate

Occupancy % Change  
from 2022  
▼ -1%

### Net Effective Rent



**\$60.32**  
Net Effective Rent

NER % Change from 2022  
▼ -3%





## Openings and Coming Soon

### Type

- ◆ Food & Beverage
- + Hotel
- ★ Retail

### Status

- Coming Soon
- Open

7

Coming Soon

7

Open This Month

