



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance  
**Monthly Economic Indicator Report**  
December 2022

KEY INDICATORS



277,066  
Average Daily Pedestrians



83.9%  
Storefront Businesses are Open



476,768 SF  
Total SF signed



83.5%  
Hotel Occupancy





# Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

Broadway

CRE

Retail



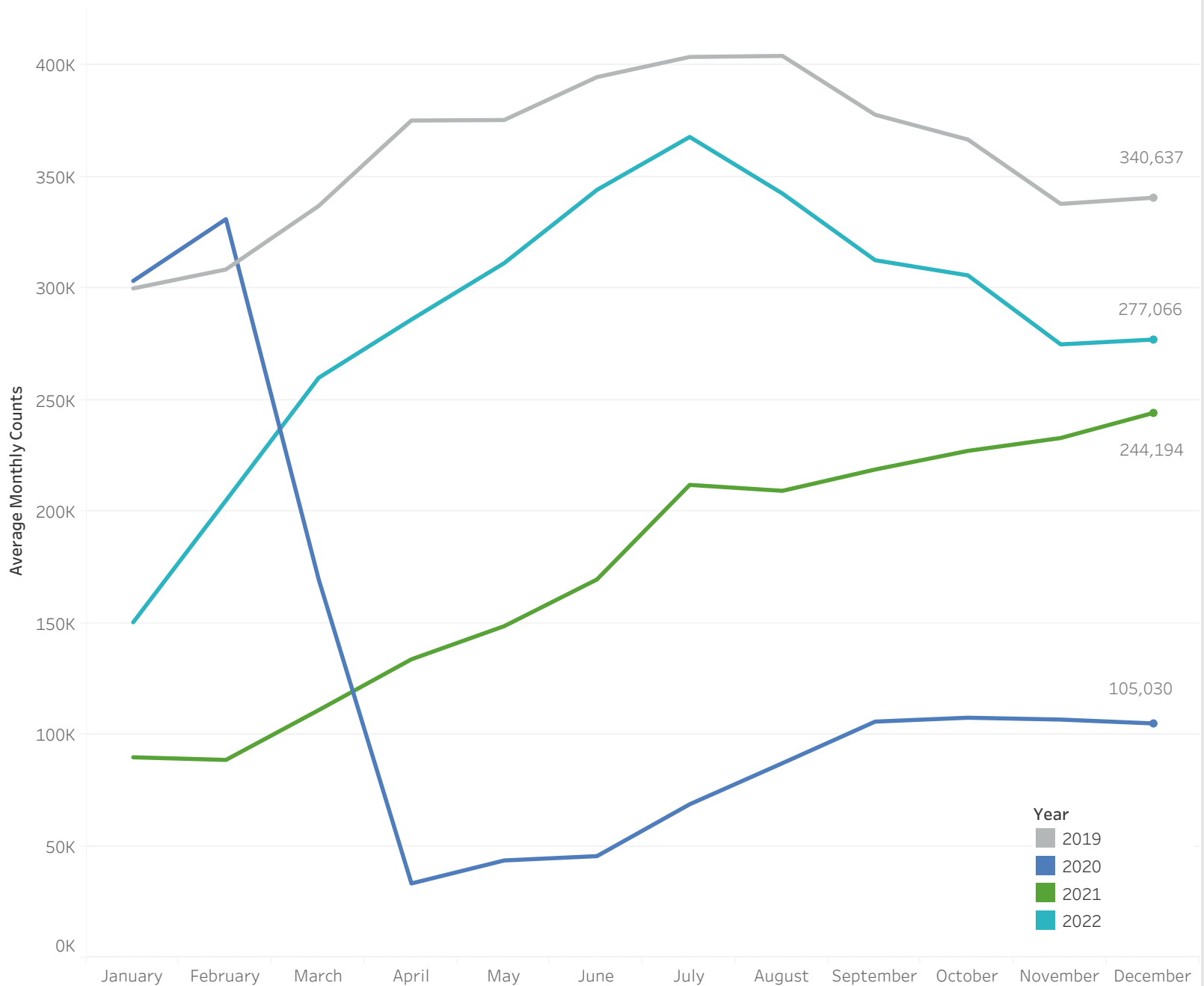
**277,066**  
Average Daily  
Pedestrians

% Change from 2021  
▲ **13.5%**

% Change from 2020  
▲ **163.8%**

% Change from 2019  
▼ **-18.7%**

## Average Daily Pedestrian Counts (Per Month)





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

### Reporting Area

- Manhattan
- Midtown
- Times Square

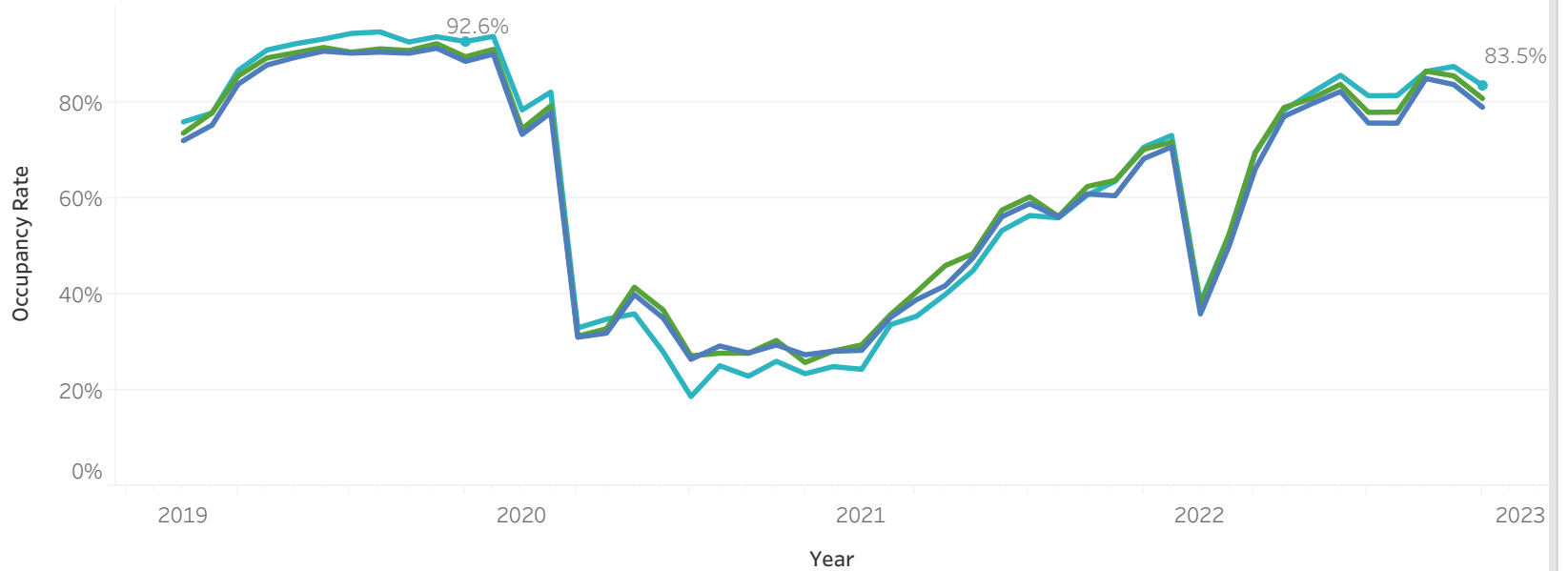
**83.5%**  
Occupancy Rate

Occupancy % Change from 2019  
**▼ -9.1%**

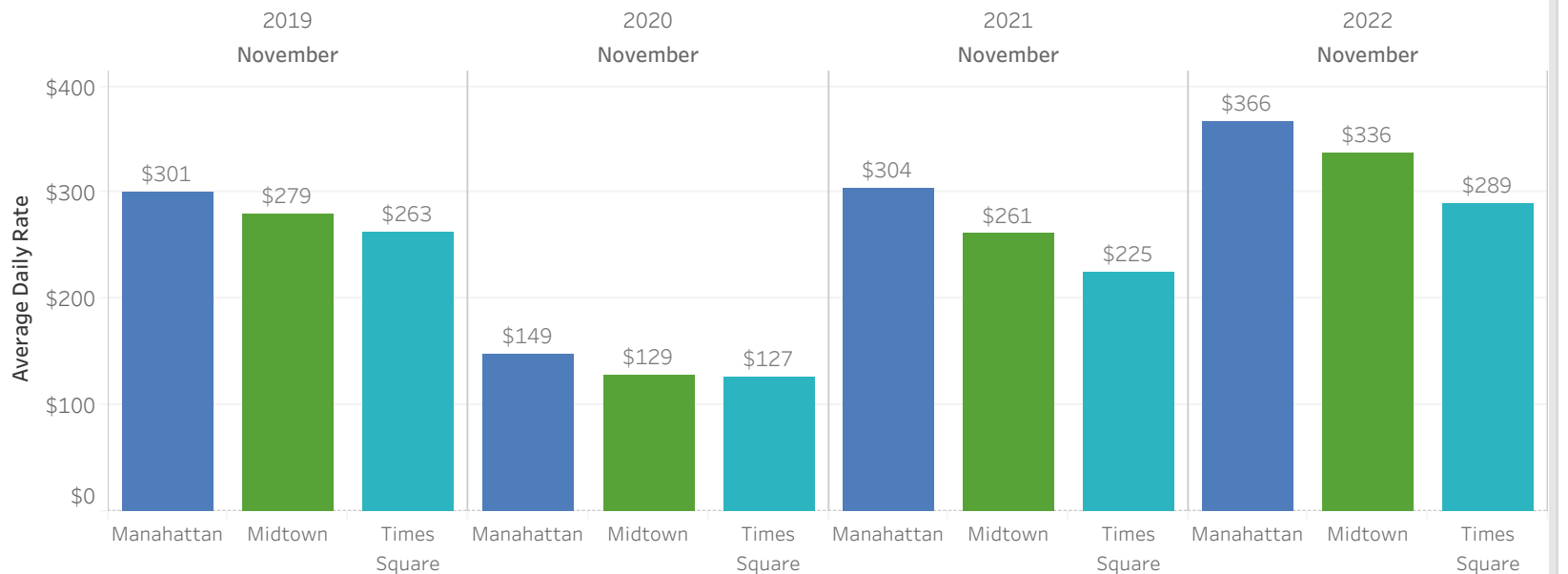
**\$289.14**  
Average Daily Rate

ADR % Change from 2019  
**▲ 10.02%**

## Occupancy



## Average Daily Rate





Year

2019

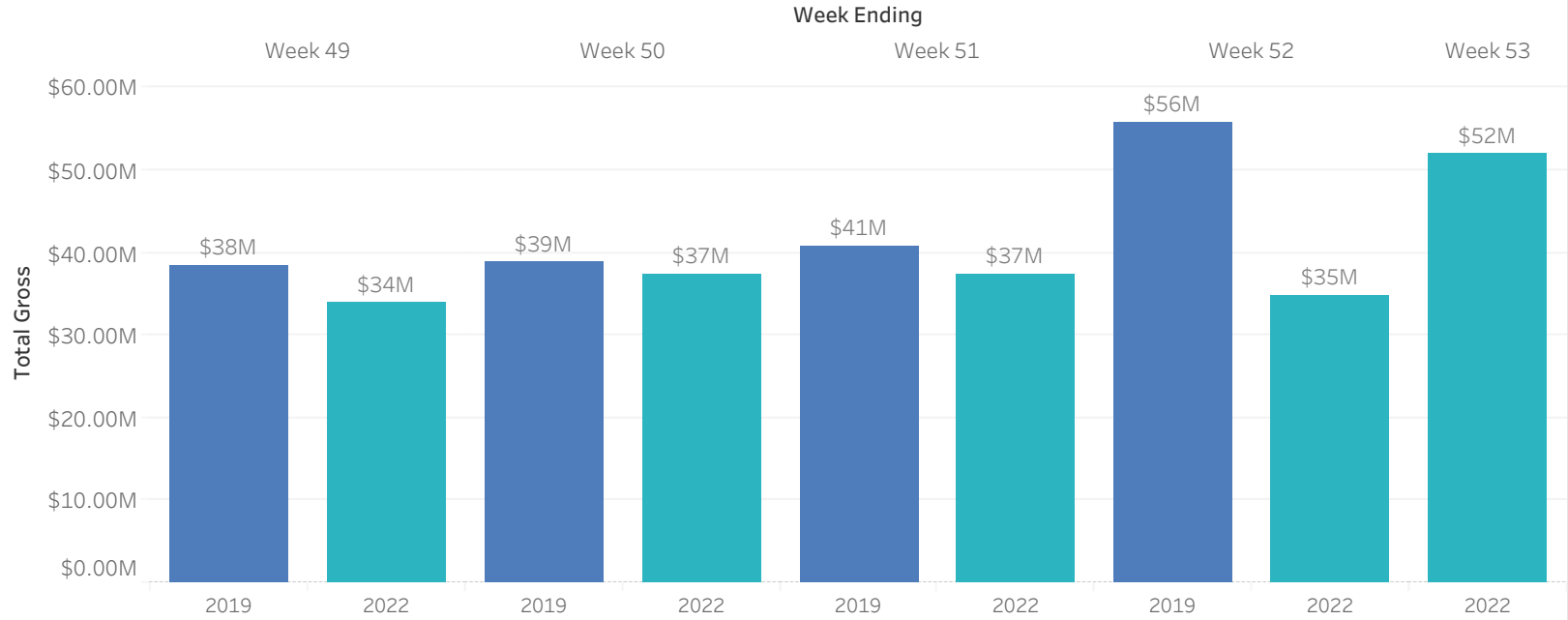
2022

**\$40.3 Million**  
December Sales  
(weekly average)

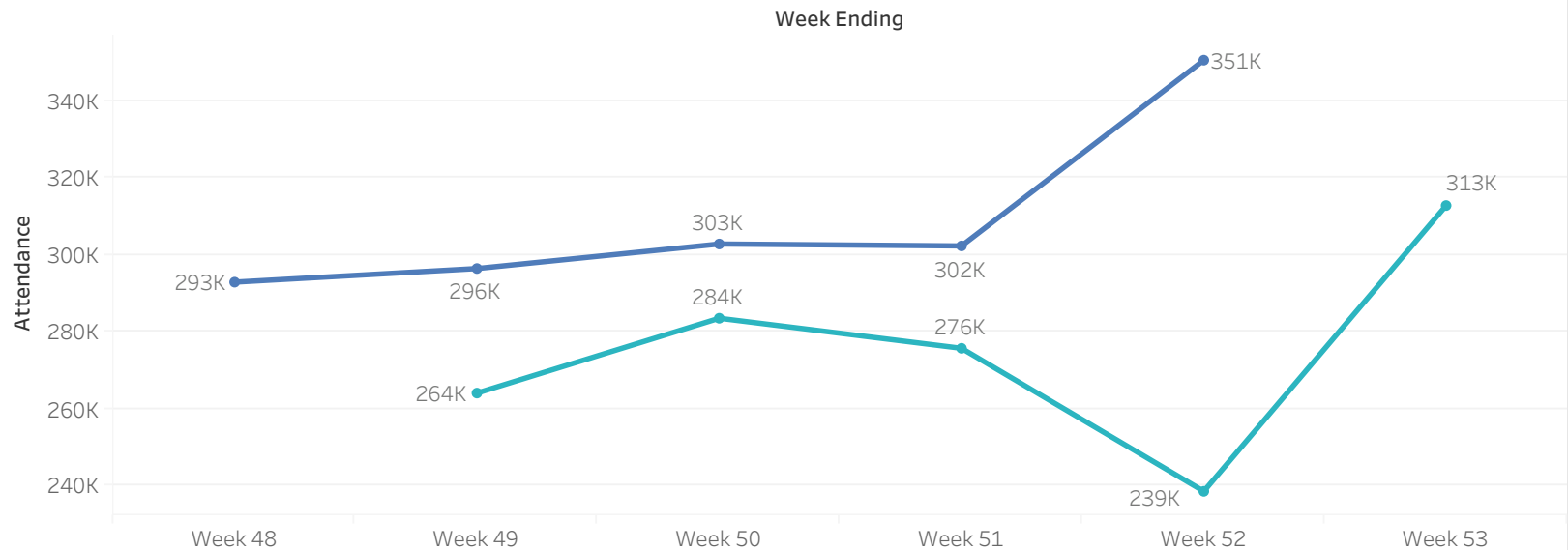
Sales % Change from 2019

▼ -9%

## Weekly Broadway Gross Revenue



## Weekly Broadway Attendance



**277,663**  
December Attendance  
(weekly average)

Attendance % Change from 2019

▼ -11%



Year

2019

2022

**\$67.68**  
Net Effective Rent

NER % Change from 2019

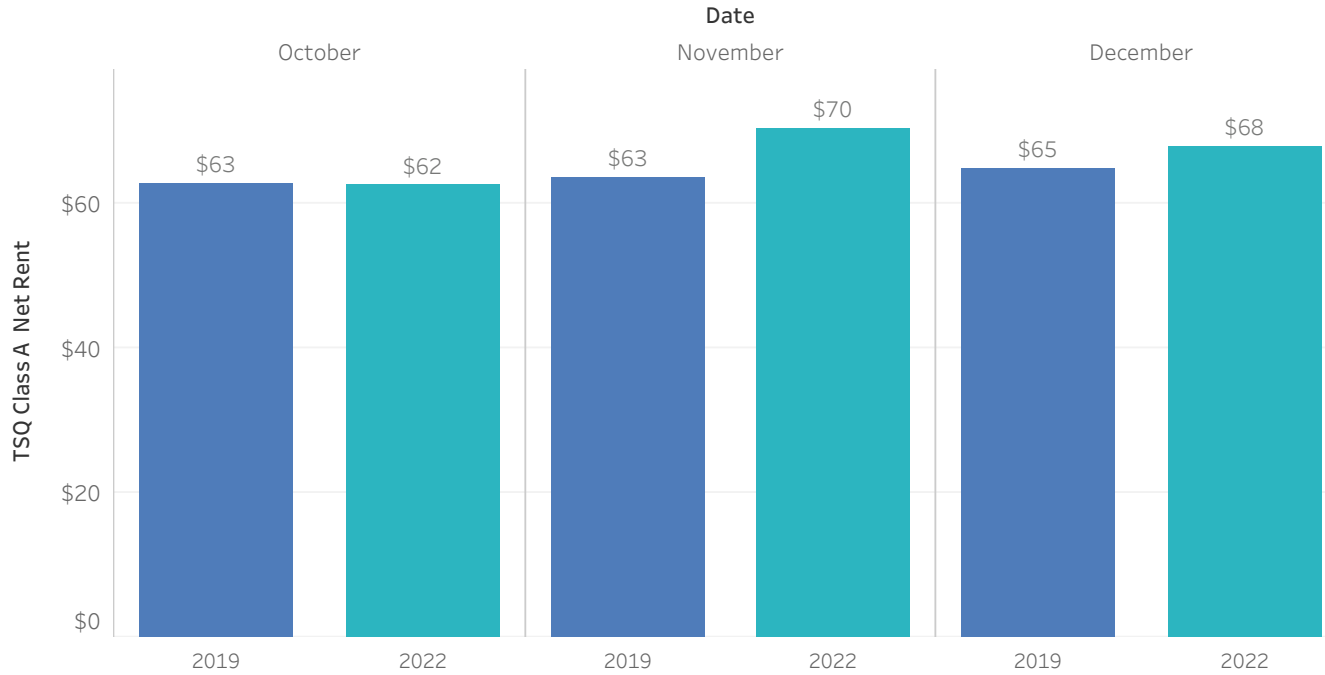
▲ 4.35%

**82.8%**  
Occupancy Rate

Occupancy % Change  
from 2019

▼ -7.3%

### Net Effective Rent

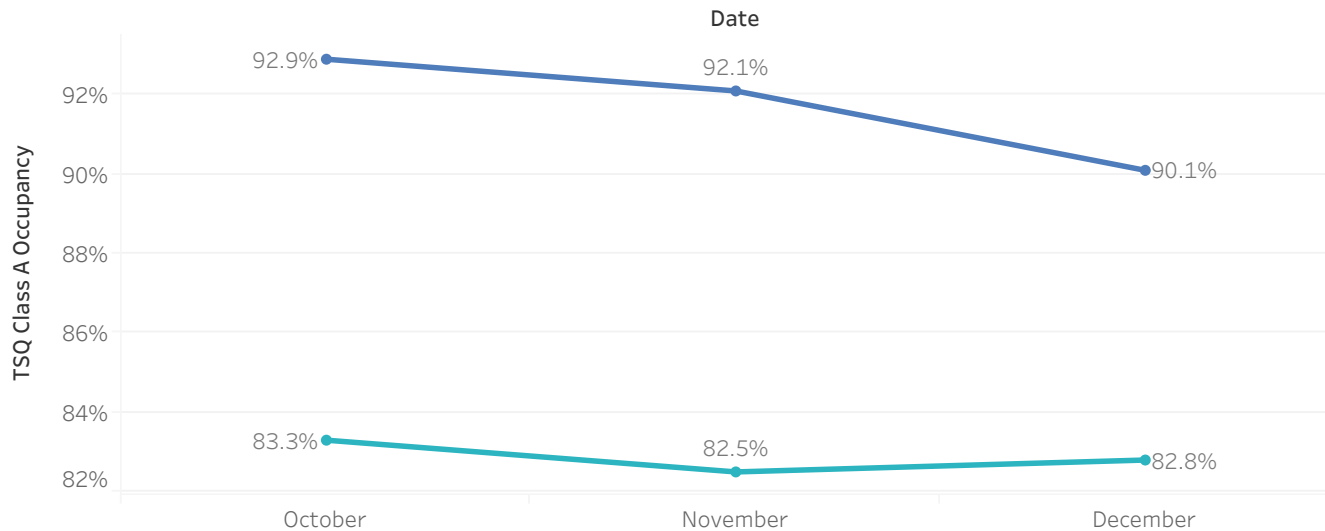


**476,768 SF** was signed across **6 leases**, including 3 renewals and 3 new leases.

2 renewals, signed by tenants **Ann Taylor** and **Keefe, Bruyette & Woods**, exceeded 100,000 SF.

The largest new lease was signed by **Anchin, Block & Anchin LLP** at 45,673 SF.

### Occupancy







## Openings and Coming Soon

### Type

- ◆ Food & Beverage
- ★ Retail

### Status

- Coming Soon
- Open

14

Coming Soon

7

Open This Month

