



Pedestrians

Hotels

Broadway

CRE

Retail

# Times Square Alliance Monthly Economic Indicator Report

## December 2023

*\*December activity unless otherwise indicated\**



### KEY INDICATORS



**267,529**

December 2023 Average Daily  
Pedestrians



**84%**

Storefront Businesses are Open



**5,416 SF**

Total Signed Leases



**85.8%**

December 2023 Hotel Occupancy





# Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail



**267,529**

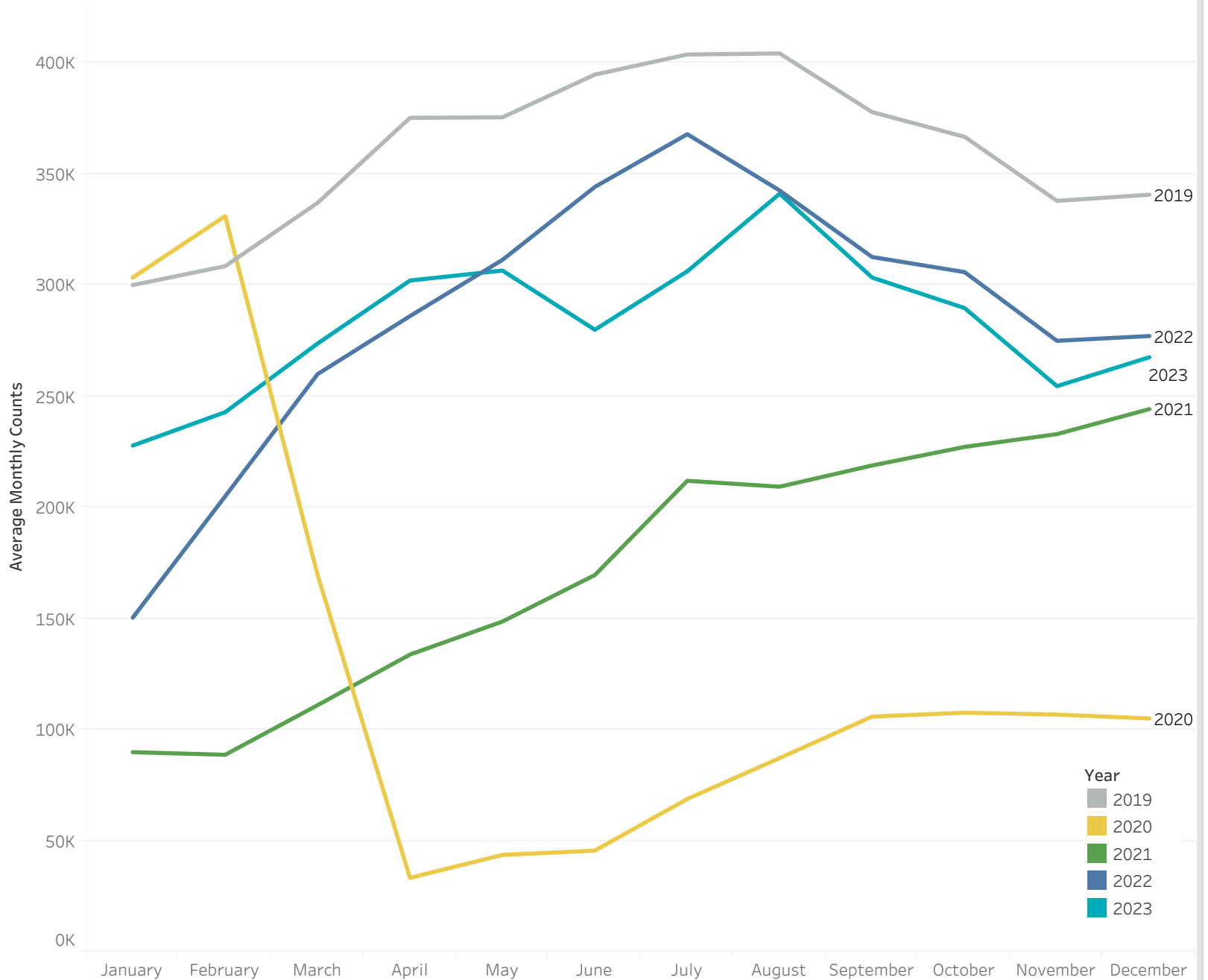
December 2023  
Average Daily  
Pedestrians

% Change from 2022  
▼ -3%

% Change from 2021  
▲ 10%

% Change from 2019  
▼ -21%

## Average Daily Pedestrian Counts (Per Month)





Year

2022

2023

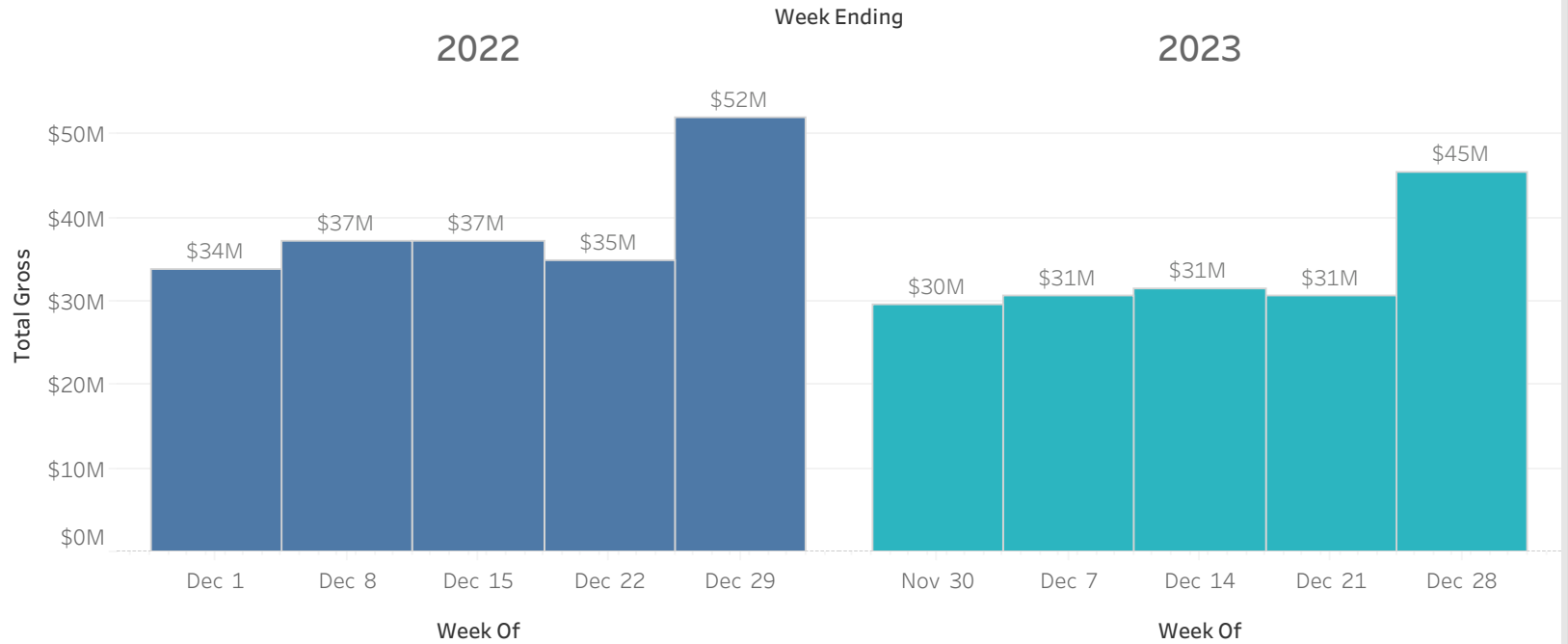
\$33.6 Million  
December 2023 Sales  
(weekly average)

Monthly Sales % Change  
from 2022  
▼ -14%

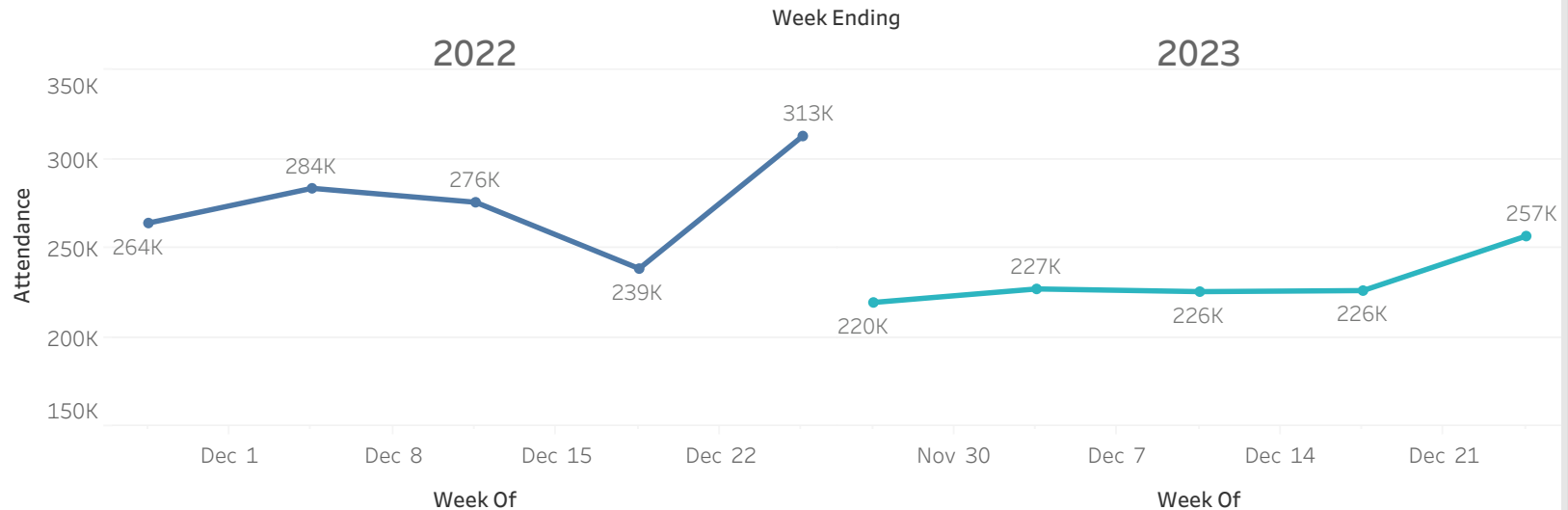
231,023  
December 2023  
Attendance (weekly  
average)

Attendance % Change from  
2022  
▼ -11%

### Weekly Broadway Gross Revenue



### Weekly Broadway Attendance





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

### Reporting Area

- Manhattan
- Midtown
- Times Square

## 85.8%

November 2023  
Occupancy Rate

Occupancy % Change from 2022

▲ 2%

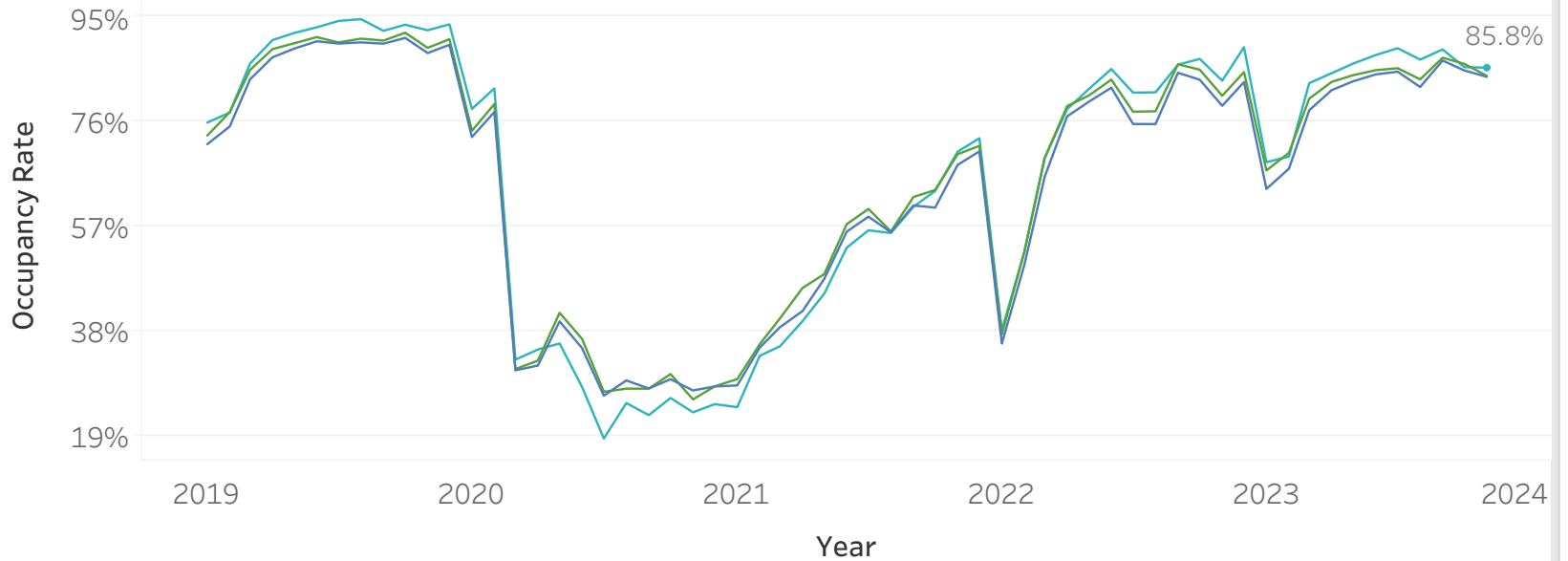
## \$306.66

November 2023  
Average Daily Rate

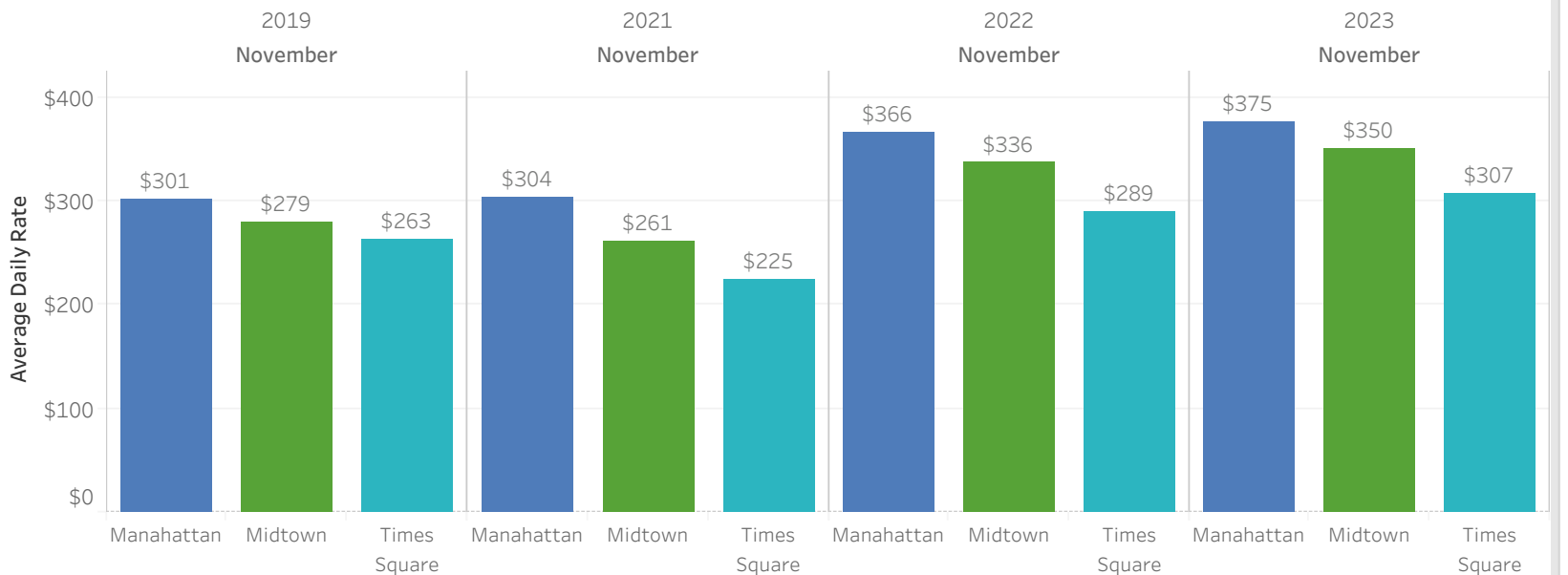
ADR % Change from 2022

▲ 6%

## Occupancy



## Average Daily Rate (ADR)





Year

2022

2023

## 78.6%

December 2023  
Occupancy Rate

Monthly Occupancy %  
Change from 2022

▼ -4%

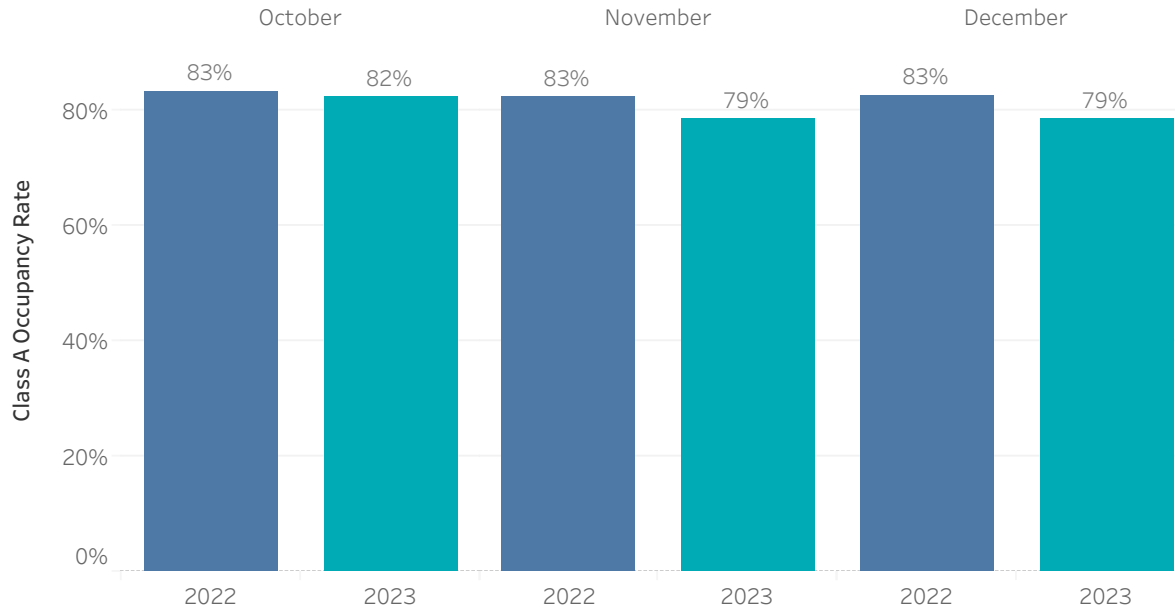
## \$54.98

Net Effective Rent

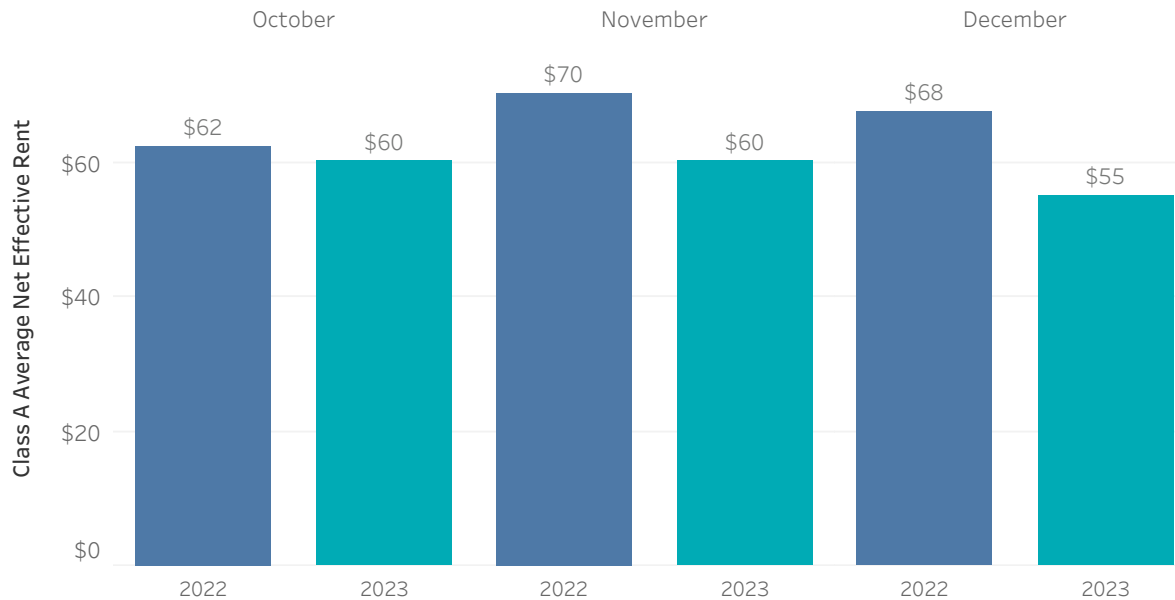
NER % Change from 2022

▼ -19%

## Occupancy



## Net Effective Rent (NER)





### Openings and Coming Soon

Type

- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

7

Coming Soon

5

Open This Month

