

# Times Square Alliance Monthly Economic Indicator Report

July 2024

\*July activity unless otherwise indicated\*



## KEY INDICATORS



234,933

July 2024 Average Daily Pedestrians



88%

Storefront Businesses are Open



554,421 SF  
Total Signed SF

400,764 SF Direct

153,657 SF Subleased



90.0%

June 2024 Hotel Occupancy





# Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail



234,933

July 2024 Average Daily Pedestrians

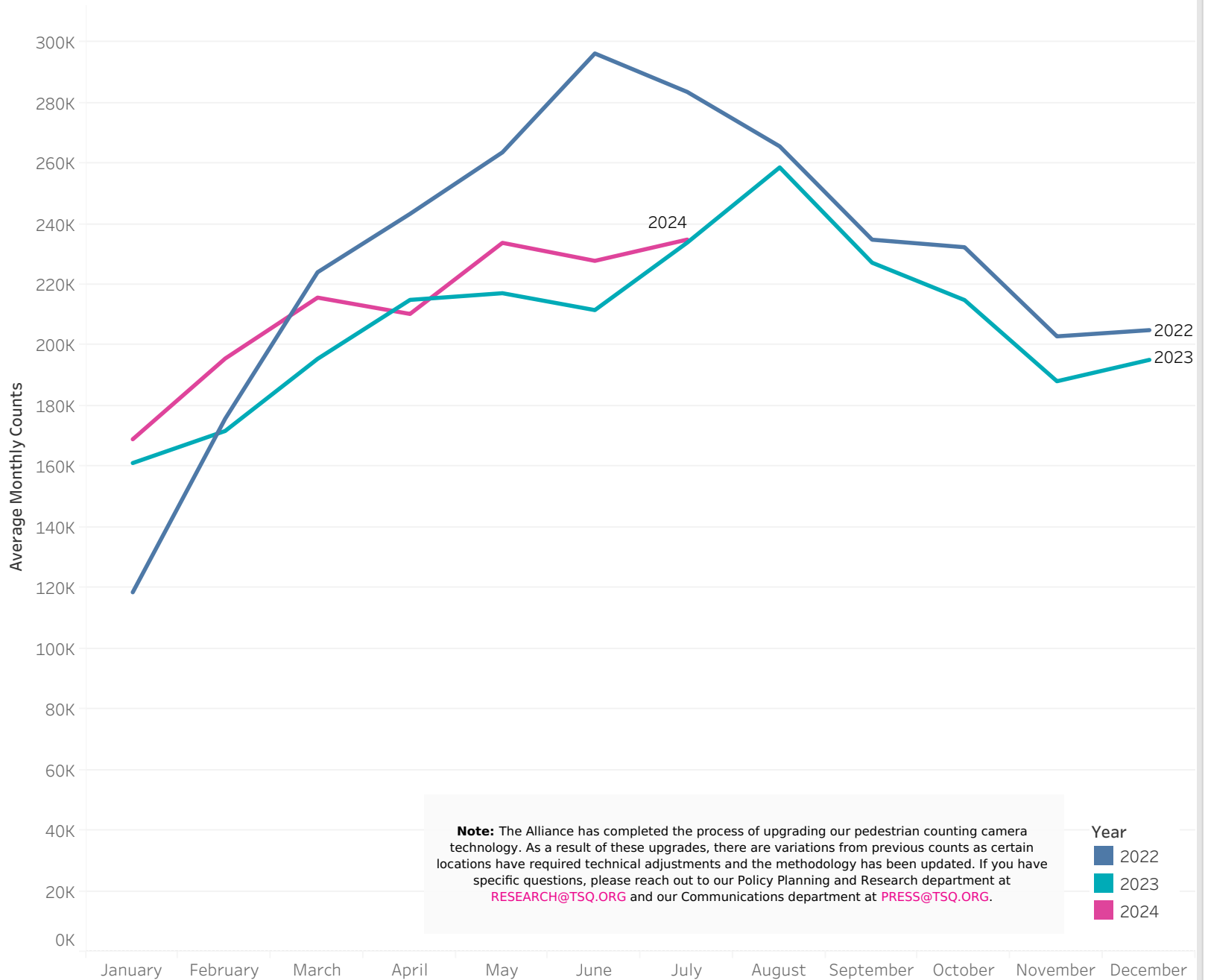
% Change from 2023

▲ 0%

% Change from 2022

▼ -17%

### Average Daily Pedestrian Counts (Per Month)





Year

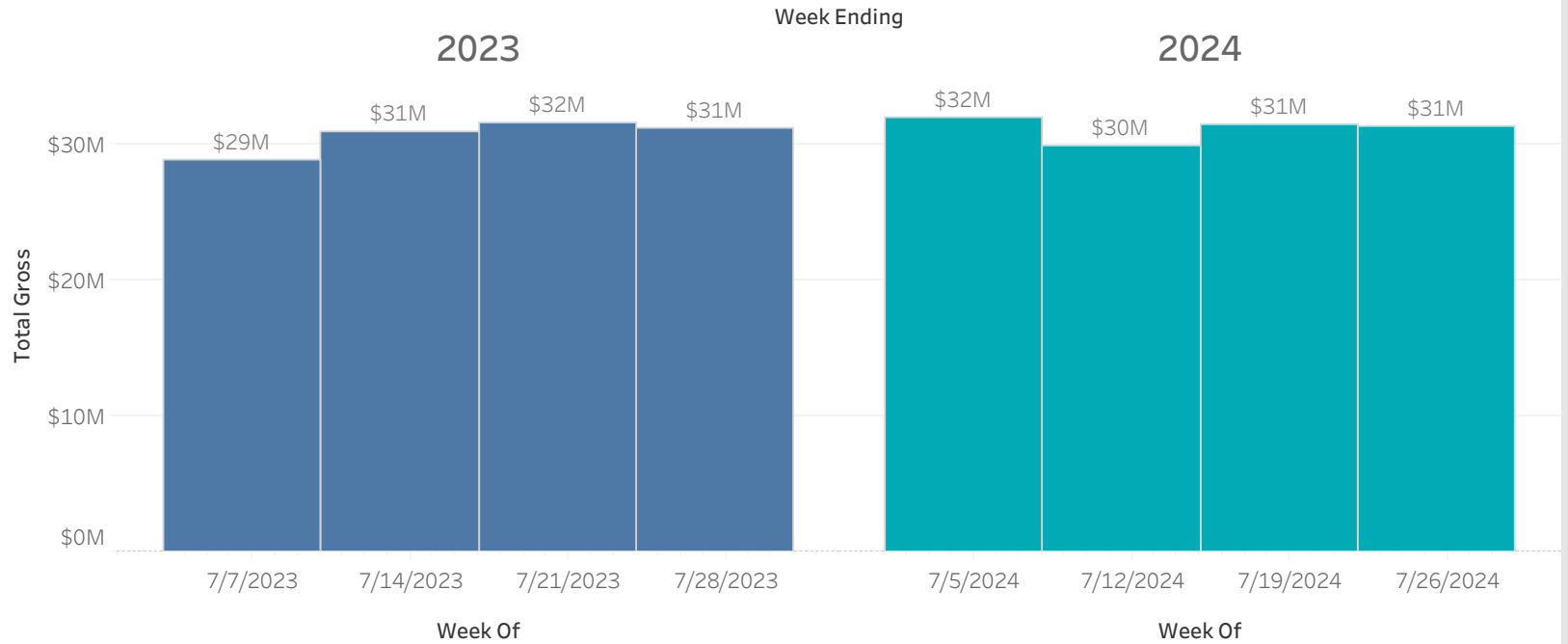
■ 2023

■ 2024

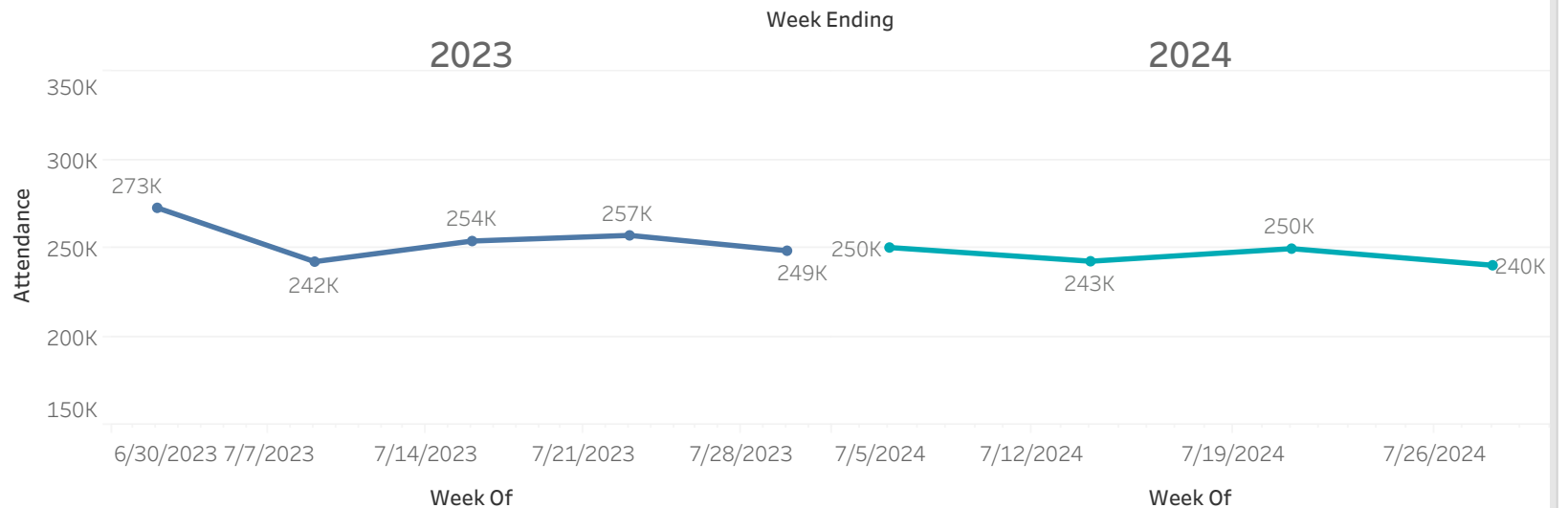
**\$31.1 Million**  
July 2024 Sales  
(weekly average)

Monthly Sales % Change  
from 2023  
▼ 0%

## Weekly Broadway Gross Revenue



## Weekly Broadway Attendance



**245,731**  
July 2024 Attendance  
(weekly average)

Attendance % Change from  
2023  
▼ -4%



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

- Reporting Area**
- Manhattan
  - Midtown
  - Times Square

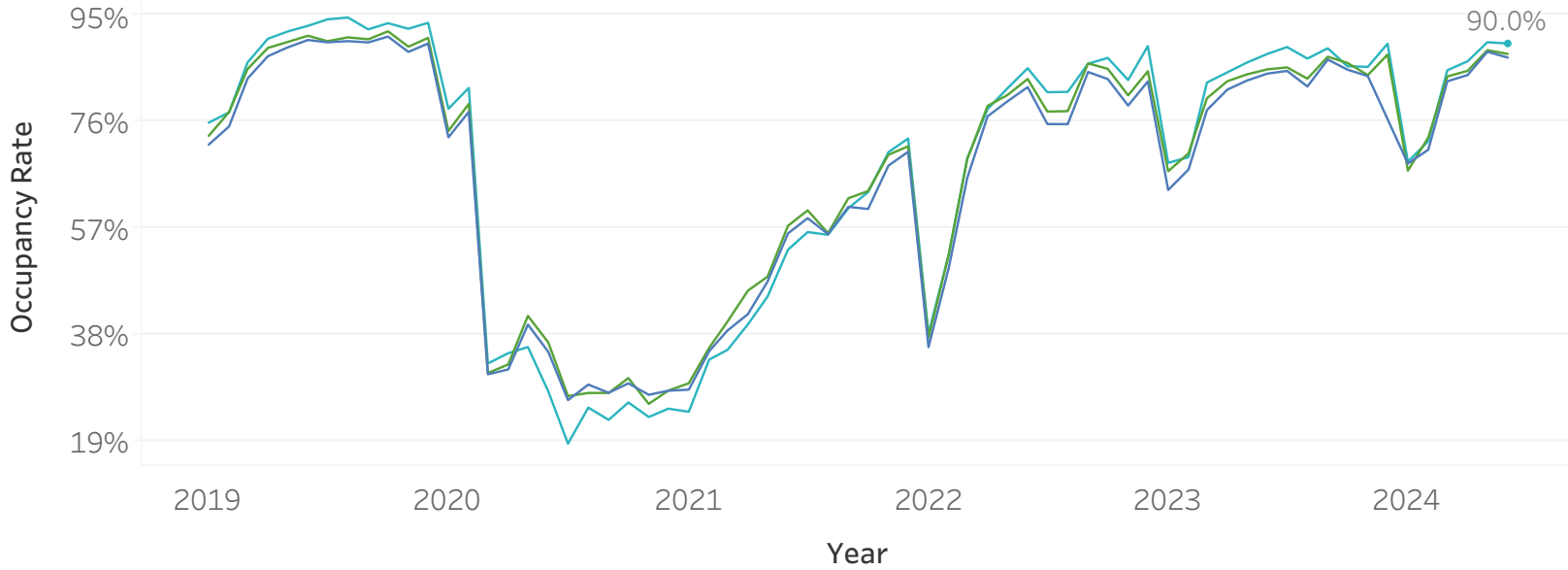
**90.0%**  
June Occupancy Rate

Occupancy % Change from 2023  
**▲ 2%**

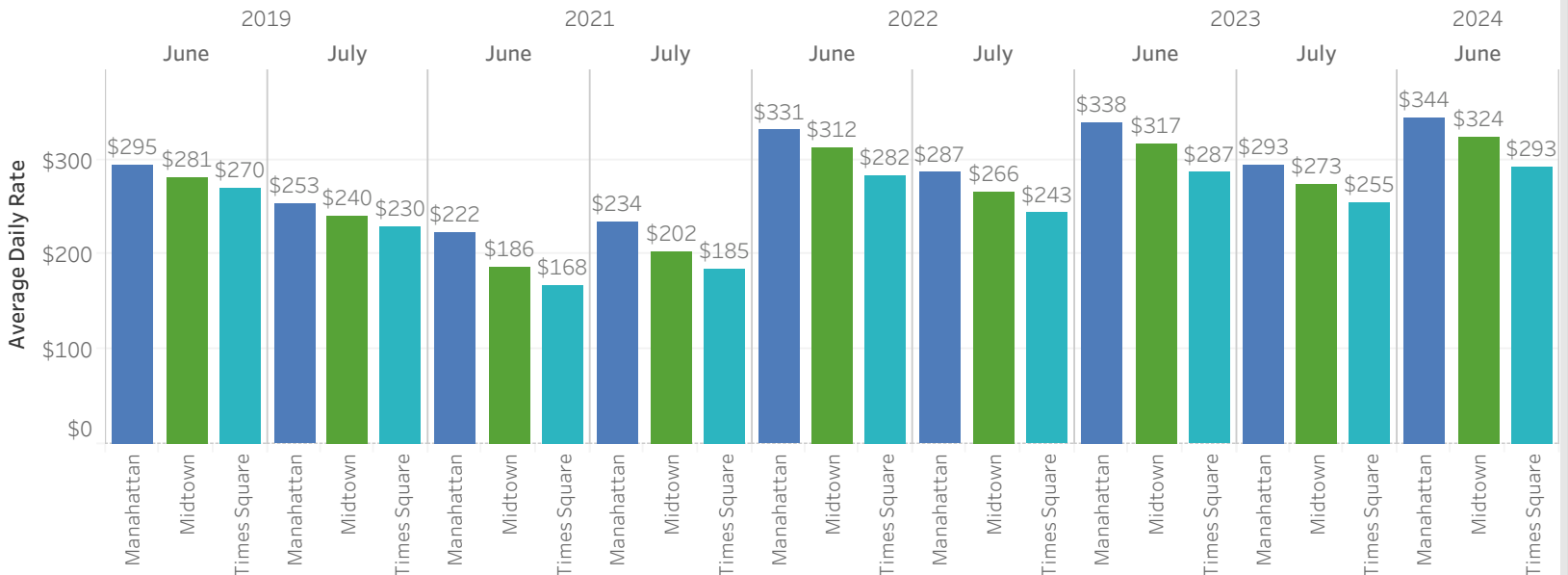
**\$292.75**  
June 2024 Average Daily Rate

ADR % Change from 2023  
**▲ 2%**

## Occupancy



## Average Daily Rate (ADR)





Year  
■ 2023  
■ 2024

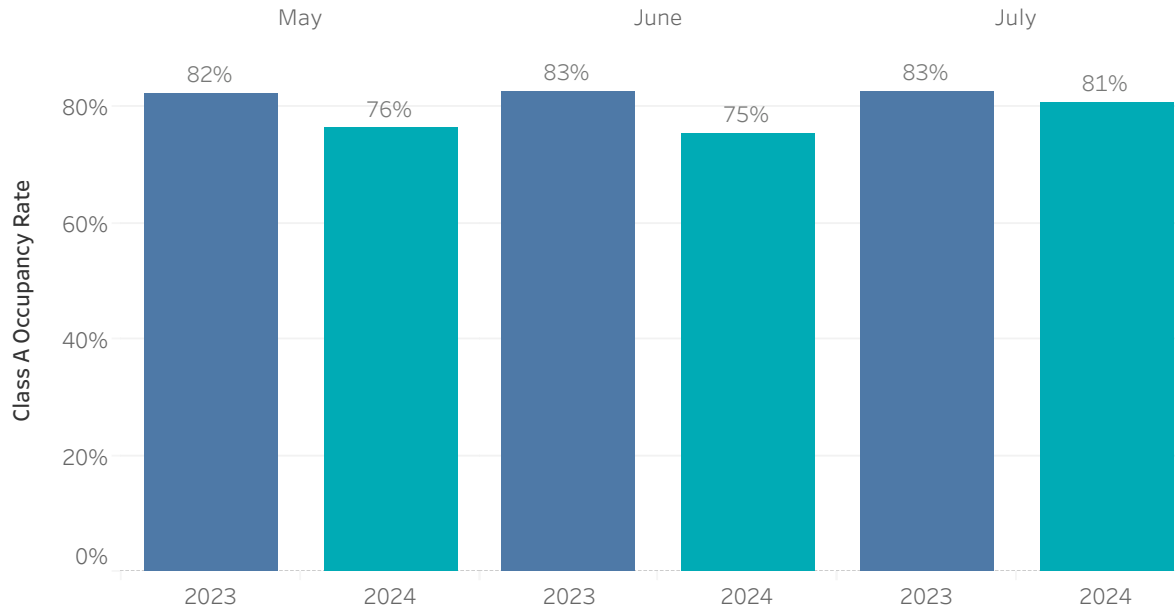
**80.7%**  
July 2024  
Occupancy Rate

Monthly Occupancy %  
Change from 2023  
▼ -2%

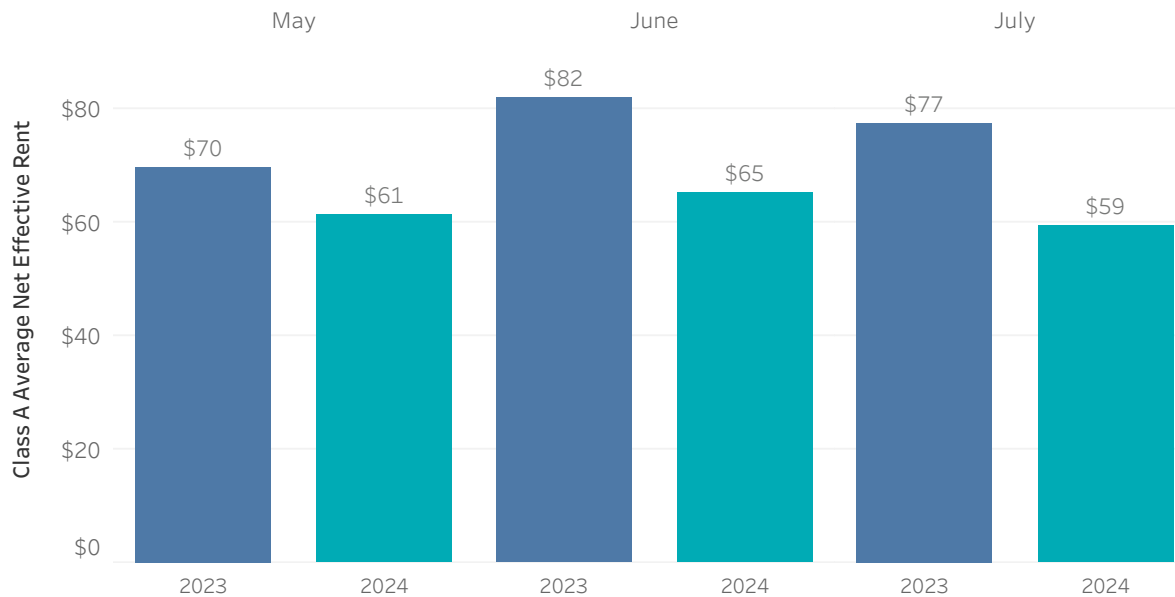
**\$59.42**  
Net Effective Rent

NER % Change from 2023  
▼ -23%

## Occupancy



## Net Effective Rent (NER)





## Openings and Coming Soon

### Type

◆ Food & Beverage

### Status

◆ Coming Soon

◆ Open

10

Coming Soon

3

Open This Month

