



September By the Numbers

Monthly Key Economic Indicators



September's Midnight Moment *In Your Absence the Skies Are All the Same* by artist Kambui Olujimi



12 stores

Re-opened from COVID-19 closures in Times Square



25.1%

Hotel occupancy during August in Times Square



105,852

Average Daily Visitors to Times Square



102,448

Total SF Leased in Times Square



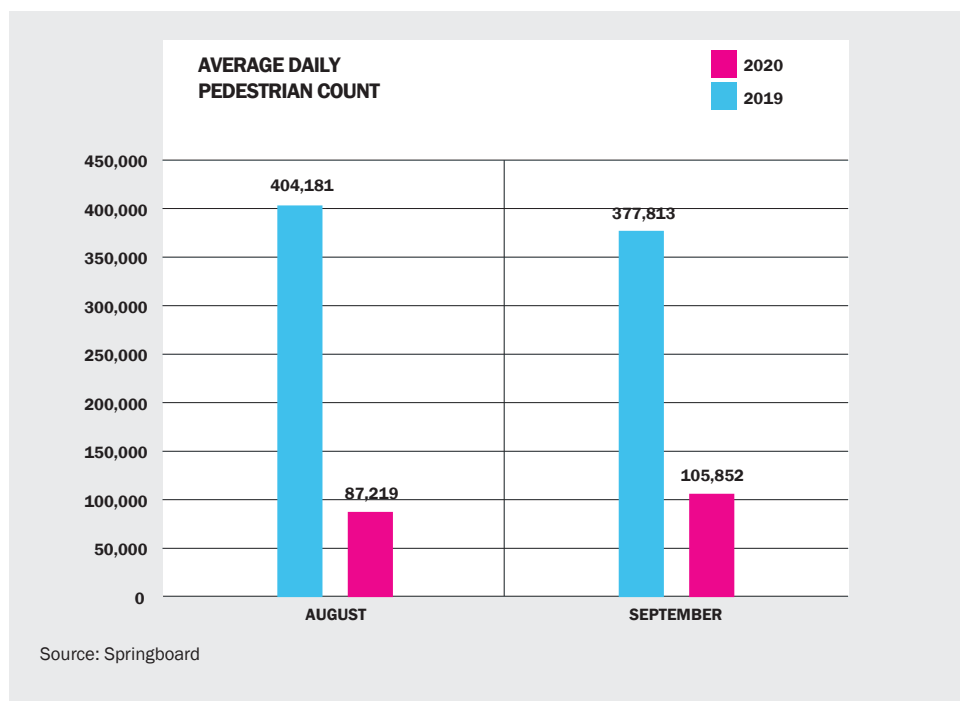
Average Daily Visitors

Pedestrian Count

Times Square's average daily pedestrian count in September fell **72.0%** from the same time last year.

On average, **105,852** pedestrians came to Times Square each day, a **21.4%** increase from August.

This month, Times Square's foot traffic peaked on Saturday, September 26th at **143,829 visitors**, the highest count since mid-March.



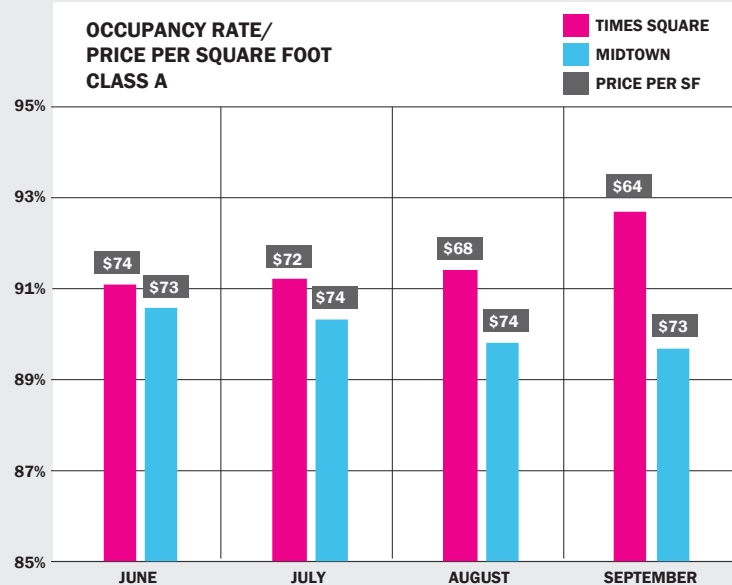


Commercial Real Estate

Class A

In September, Times Square's occupancy rate **increased slightly** from previous months to **92.7%**. Midtown's occupancy rate remained on par with previous months this year at 89.7%.

For the second consecutive month, Times Square's effective rent declined by \$4 per square foot to **\$64**. While leasing activity was slow this month, this decline was driven by a major lease renewal from July hitting our tracking system in September. Midtown's effective rent remained on par with previous months.



Source: CoStar, CompStak. Times Square figures include properties within the BID boundaries. Midtown figures are based on CoStar Submarkets. Beginning in Dec. 2016, the Alliance changed our methodology for reporting commercial rents to be a six-month moving average of net effective rent.

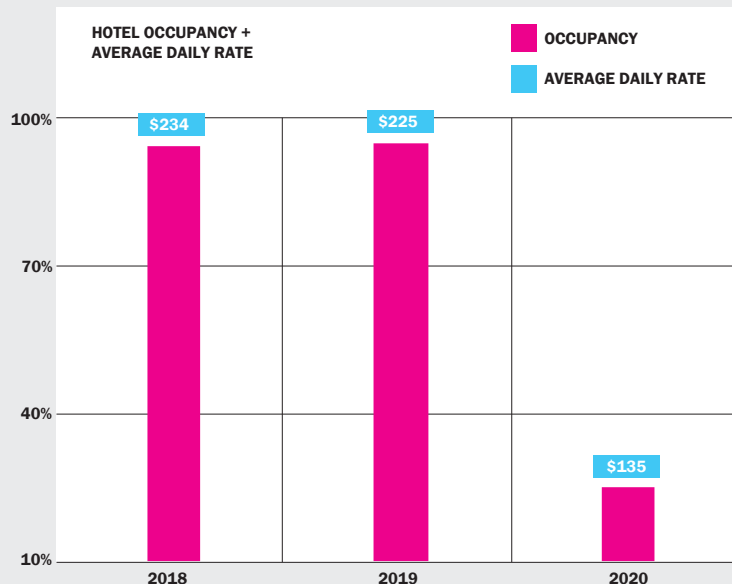


Hotels

Rates & Occupancy

In August, Times Square's hotel occupancy rate was **25%**, a 6% increase from July and a 70% decline from August 2019. Midtown and Manhattan had occupancy rates of 28% and 29% respectively, slightly smaller increases from July than Times Square. Midtown and Manhattan's occupancy rates declined 63% and 61% from August 2019.

In August, Times Square's average daily rate was **\$135**, a 40% decline from 2019 but on par with July. Midtown and Manhattan ADR declined 41% and 47% respectively from August 2019.



Source: Smith Travel Research. All figures are based on representative samples of hotels within respective boundaries. Please note that hotel figures are based on the month prior to the reporting month.



Restaurants & Eateries

Open for Take-Out, Delivery, or Outdoor Dining (updated October 2020)

*Outdoor dining locations marked with asterisk

Arno Ristorante*

Take-out/Delivery/Outdoor
141 W 48th Street
(212) 944-7420

BarDough*

Take-out/Delivery/Outdoor
350 W 46th Street
(917) 262-0543

Bareburger*

Take-out/Delivery/Outdoor
366 W 46th Street
(212) 673-2273

Brazil Grill*

Outdoor Dining
787 8th Avenue
(646) 609-6057

Buca di Beppo

Take-out only
1540 Broadway
(212) 764-6527

Burger Bliss

Take-out & Delivery
256 W 52nd Street
(917) 284-5578

Carve Unique Sandwiches*

Outdoor Dining
780 8th Avenue
(212) 730-4949

China River NYC

Take-out & Delivery
260 W 44th Street
(646) 767-0854

Connolly's Pub & Restaurant*

Outdoor Dining
121 W 45th Street
(212) 597-5126

Cosmic Diner*

Outdoor Dining
888 8th Avenue
(212) 333-5888

Curry India

Take-out only
148 W 49th Street
(212) 302-8150

Da Marino

Take-out & Delivery
220 W 49th Street
(212) 541-6601

Dallas BBQ

Take-out & Delivery
243 W 42nd Street
(212) 221-9000

Dig Inn

Take-out only
856 8th Avenue
(212) 335-2106

Dos Caminos*

Take-out/Delivery/Outdoor
1567 Broadway
(212) 918-1330

Don't Tell Mama*

Outdoor Dining
343 W 46th Street
(212) 757-0788

Donna Bell's Bake Shop

Take-out & Delivery
301 W 49th Street
(646) 410-0390

EAK Ramen*

Outdoor Dining
360 W 46th Street
(646) 850-8032

Frankie & Johnnie's 46th Street*

Outdoor Dining
320 W 46th Street
(212) 997-9494

Gallagher's Steakhouse

Take-out & Delivery
228 W 52nd Street
(212) 586-5000

Gong Cha

Take-out & Delivery
1600 Broadway
(212) 659-2513

Ground Central*

Outdoor Dining
888 8th Avenue
(917) 265-8557

Haru Sushi*

Take-out/Delivery/Outdoor
229 W 43rd Street
(212) 398-9810

Havana Central*

Take-out/Delivery/Outdoor
151 W 46th Street
(212) 398-7440



Restaurants & Eateries

Open for Take-Out, Delivery, or Outdoor Dining (updated October 2020)

*Outdoor dining locations marked with asterisk

Hold Fast*

Take-out/Outdoor Dining
364 W 46th Street
(917) 261-6691

The House of Brews*

Take-out & Outdoor Dining
363 W 46th Street
(212) 245-0551

Hurley's Saloon*

Outdoor Dining
232 W 48th Street
(212) 765-8981

John's of Times Square

Take-out & Delivery
260 W 44th Street
(212) 391-7560

Junzi Kitchen

Take-out & Delivery
135 W 41st Street
(646) 669-8228

Krispy Kreme

*New business, Take-out
1601 Broadway
(646) 540-1153

La Masseria*

Outdoor Dining
235 W 48th Street
(212) 582-2111

Lattanzi Restaurant*

Delivery & Outdoor Dining
361 W 46th Street
(212) 315-0980

Le Marais*

Outdoor Dining
150 W 46th Street
(212) 869-0900

Le Rivage*

Take-out/Delivery/Outdoor
340 W 46th Street
(212) 765-7374

Los Tacos No. 1

Take-out & Delivery
229 W 43rd Street
(212) 256-0343

Margon*

Take-out/Delivery/Outdoor
136 W 56th Street
(212) 354-5013

Mia's Brooklyn Bakery

Take-out only
716 7th Avenue
(917) 261-4437

Olive Garden

Take-out only
2 Times Square
(212) 333-3254

The Palm

Take-out only
250 W 50th Street
(212) 333-7256

Pasta Lover's Trattoria

Take-out & Delivery
142 W 49th Street
(212) 819-1155

Paul's on Times Square

Take-out & Delivery
136 W 42nd Street
(212) 204-7246

Pig N' Whistle*

Outdoor Dining
144 W 46th Street
(917) 639-3864

Playwright Tavern*

Outdoor Dining
202 W 49th Street
(212) 262-9263

Princi Bakery

Take-out only
1633 Broadway
(212) 247-2527

P.S. Kitchen*

Take-out/Delivery/Outdoor
246 W 48th Street
(212) 651-7247

Pure Ktchn*

Take-out/Delivery/Outdoor
352 W 46th Street
(646) 755-8502

Ray's Famous Pizza*

Outdoor Dining
736 7th Avenue
(212) 956-7297

Red Moon

Take-out & Delivery
132 W 45th Street
(212) 391-6666



Restaurants & Eateries

Open for Take-Out, Delivery, or Outdoor Dining (updated October 2020)

*Outdoor dining locations marked with asterisk

The Ritz Bar & Lounge*

Outdoor Dining
369 W 46th Street
(212) 977-3884

T45 Restaurant

Take-out only
135 W 45th Street
(646) 364-1234

Russian Samovar*

Take-out/Delivery/Outdoor
256 W 52nd Street
(212) 757-0168

Tender Steak & Sushi

Take-out & Delivery
132 W 47th Street
(212) 514-6000

Ruth's Chris Steak House

Take-out & Delivery
148 W 51st Street
(212) 245-9600

Times Square Diner & Grill*

Outdoor Dining
807 8th Avenue
(212) 315-2400

Sangria 46*

Take-out/Delivery/Outdoor
338 W 46th Street
(212) 581-8482

Schnippers

Take-out & Delivery
620 8th Avenue
(212) 921-2400

Serafina at the Time Hotel*

Take-out/Delivery/Outdoor
224 W 49th Street
(212) 247-1000

Sombrero*

Outdoor Dining
303 W 48th Street
(212) 586-4853

Sushi Lab

Take-out & Delivery
132 W 47th Street
(212) 432-0000