



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report

June 2024

June activity unless otherwise indicated



KEY INDICATORS



227,920

June 2024 Average Daily Pedestrians



88%

Storefront Businesses are Open



32,336 SF

Total Signed SF

1,436 SF Direct

30,900 SF Subleased



90.2%

May 2024 Hotel Occupancy





Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

Broadway

CRE

Retail



227,920

June 2024 Average Daily Pedestrians

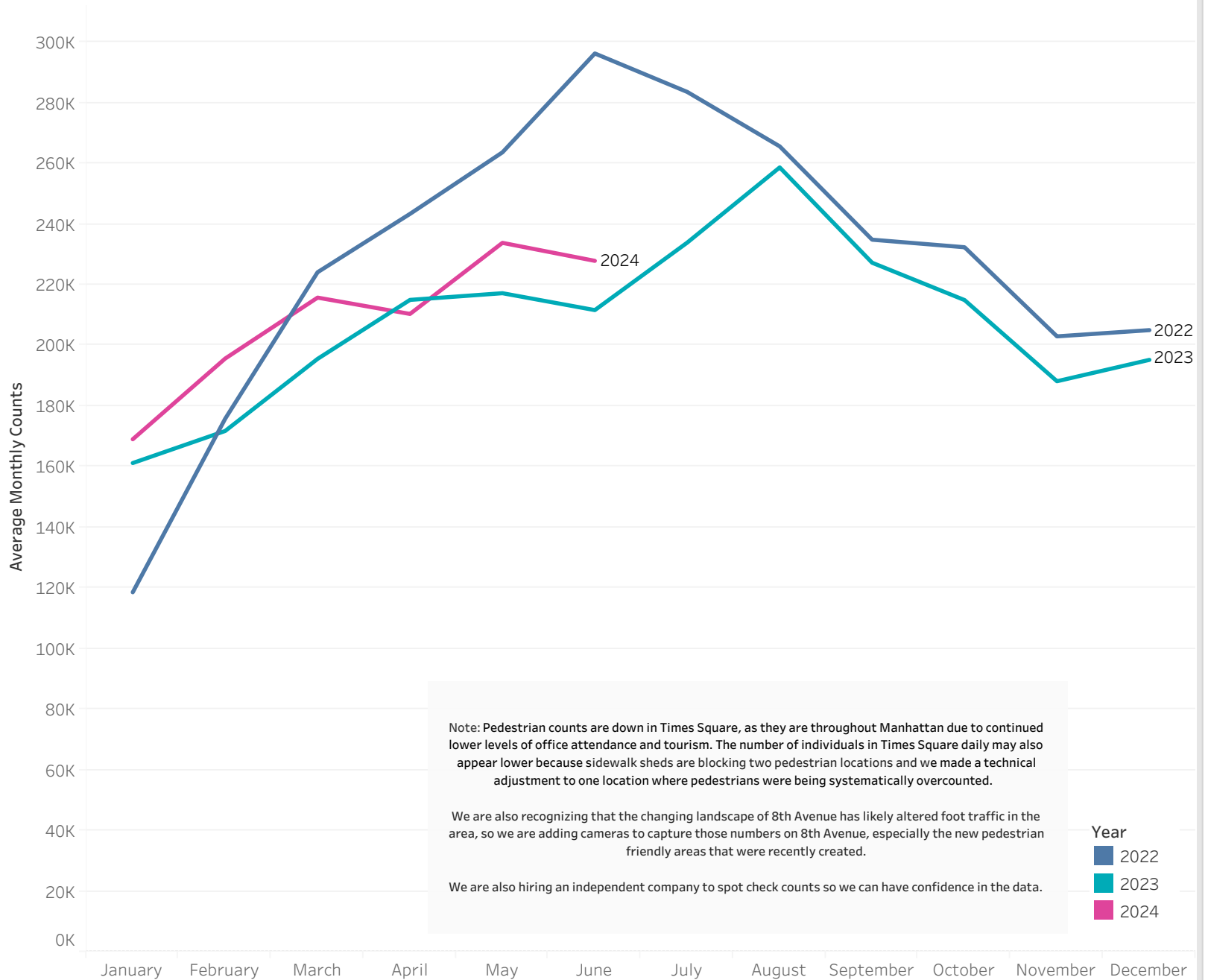
% Change from 2023

▲ 8%

% Change from 2022

▼ -23%

Average Daily Pedestrian Counts (Per Month)





Year

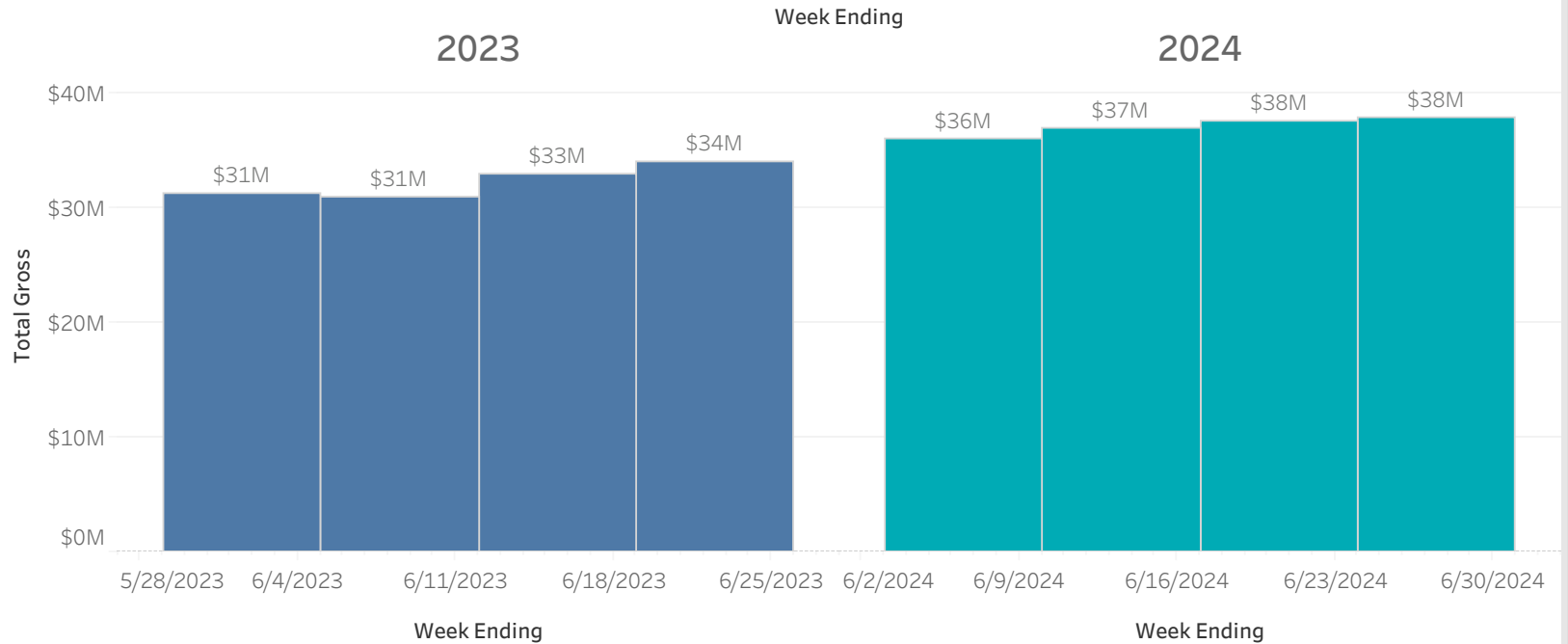
■ 2023

■ 2024

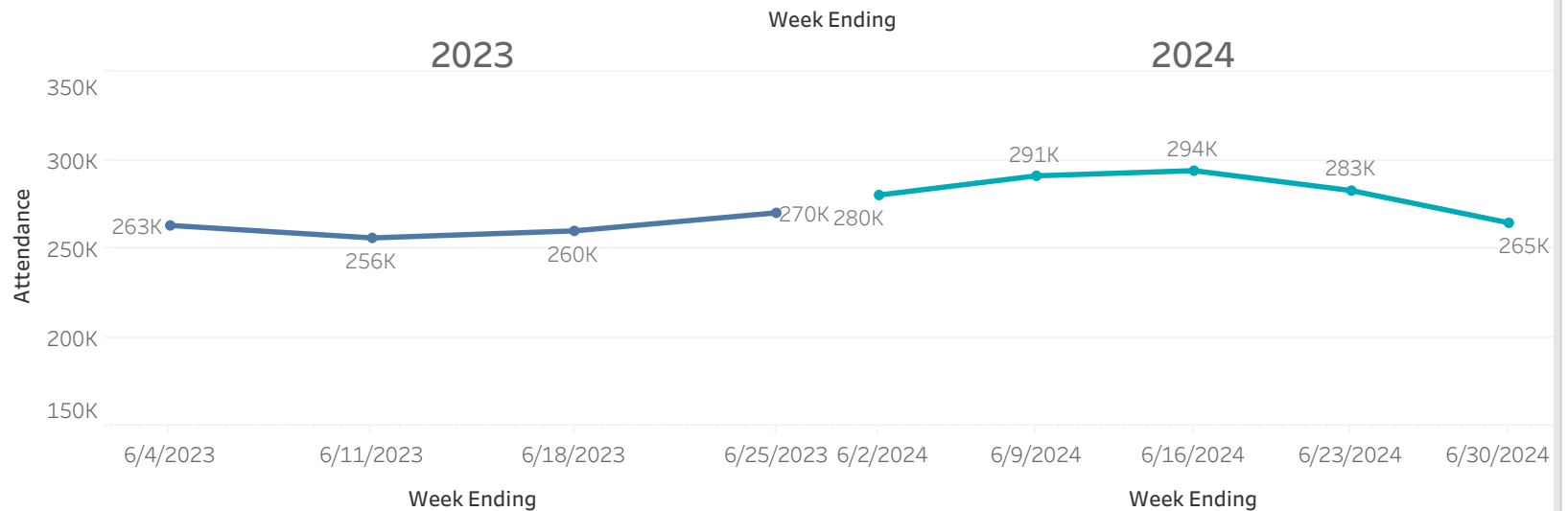
\$36.4 Million
June 2024 Sales
(weekly average)

Monthly Sales % Change
from 2023
▲ 13%

Weekly Broadway Gross Revenue



Weekly Broadway Attendance



289,169
May 2024 Attendance
(weekly average)

Attendance % Change from
2023
▲ 8%



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

Reporting Area

- Manhattan
- Midtown
- Times Square

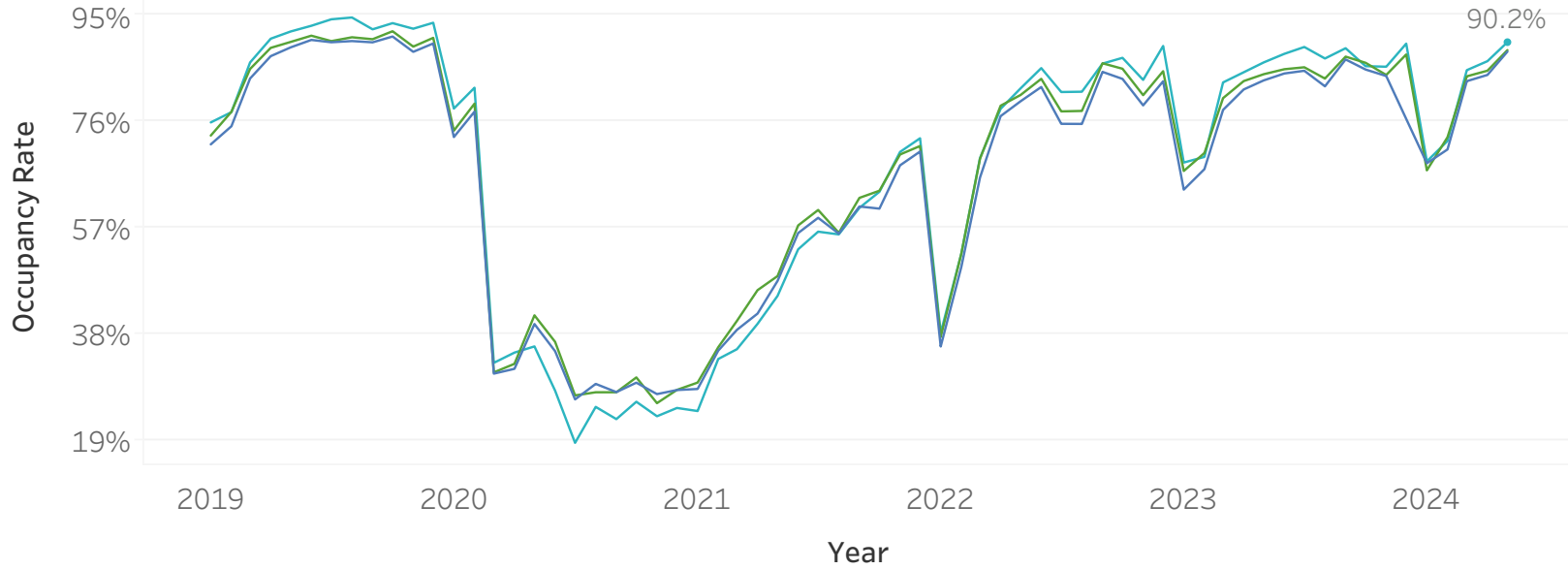
90.2%
May Occupancy Rate

Occupancy % Change from 2023
▲ 4%

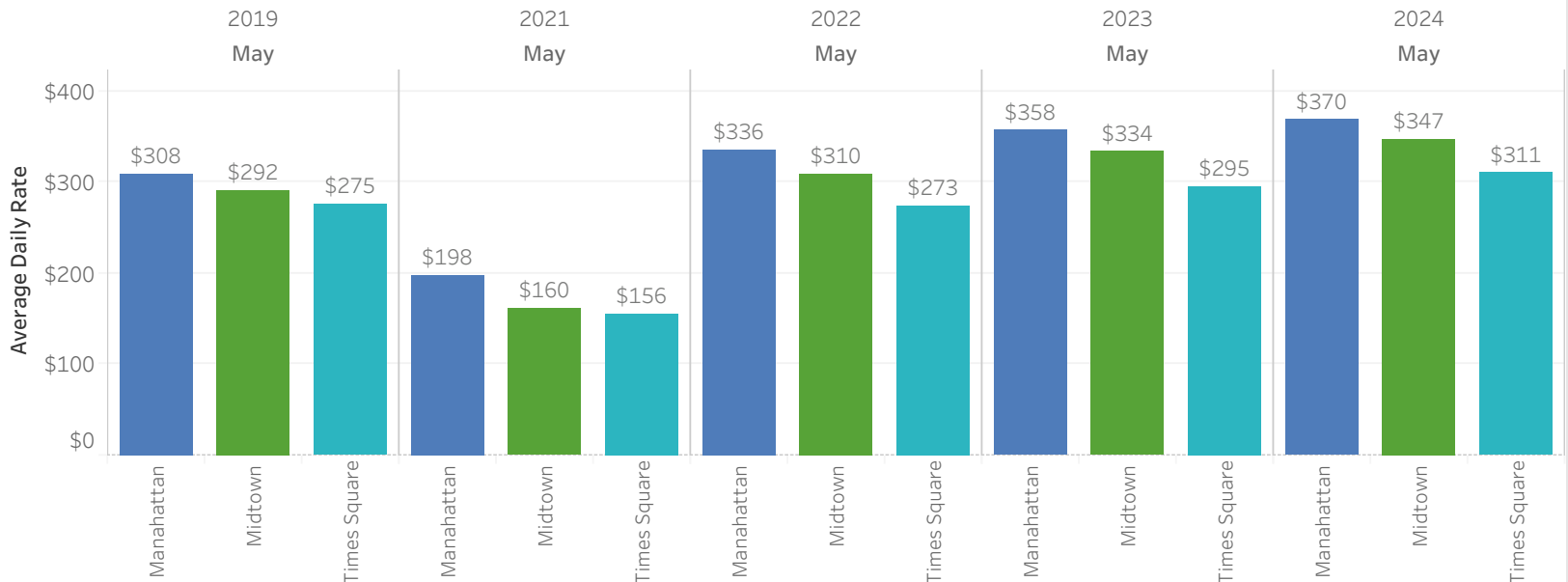
\$310.53
May 2024 Average Daily Rate

ADR % Change from 2023
▲ 5%

Occupancy



Average Daily Rate (ADR)





Year

■ 2023
■ 2024

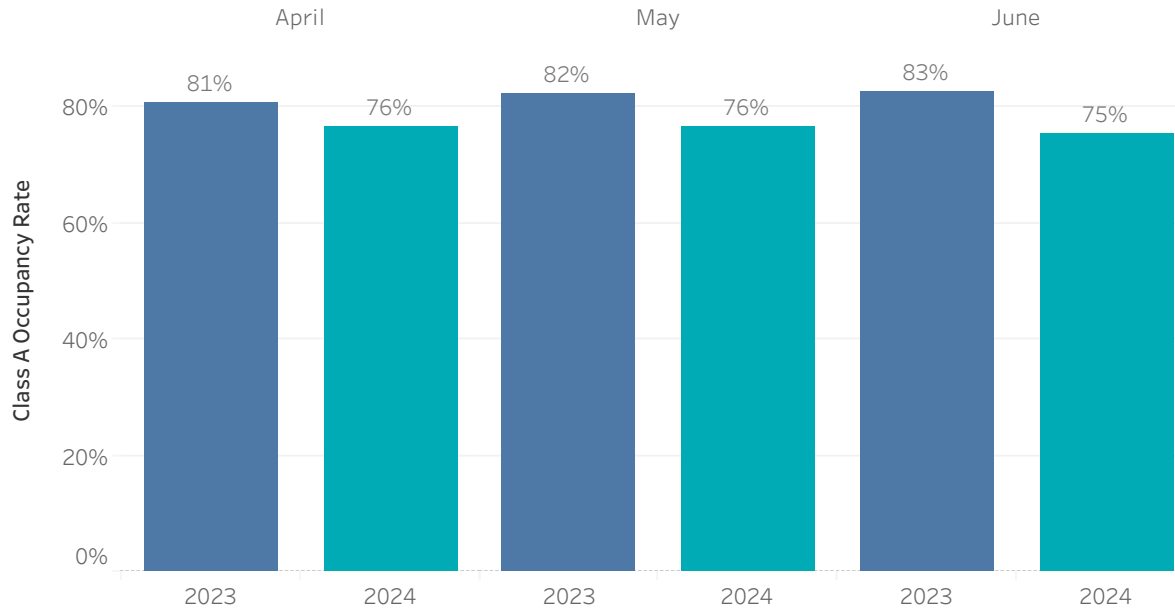
75.3%
June 2024
Occupancy Rate

Monthly Occupancy %
Change from 2023
▼ -7%

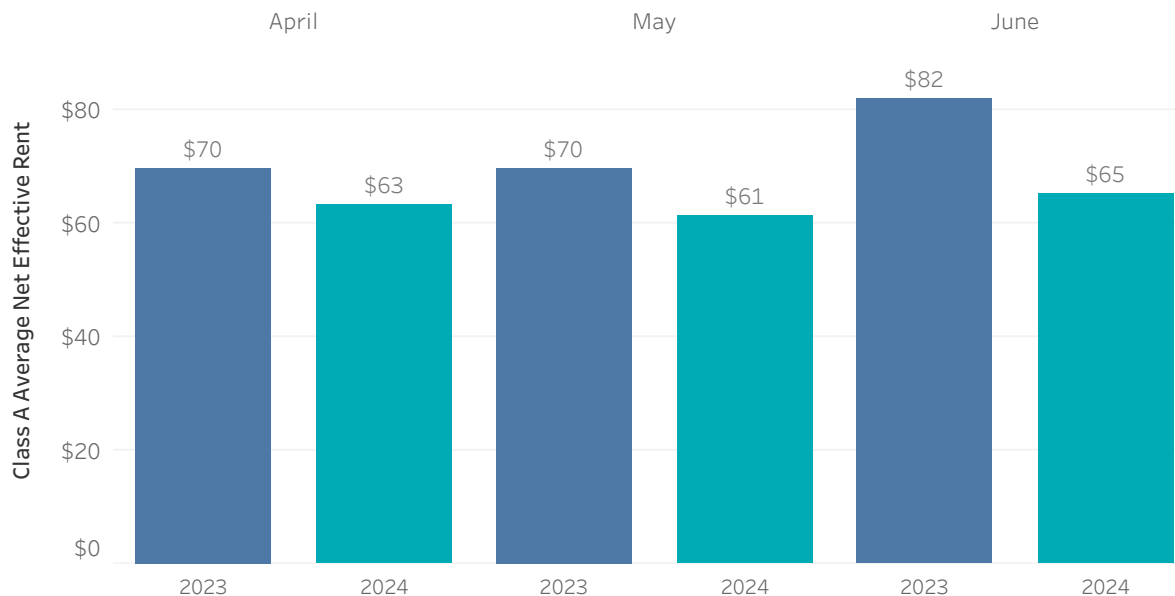
\$61.53
Net Effective Rent

NER % Change from 2023
▼ -20%

Occupancy



Net Effective Rent (NER)





Openings and Coming Soon

Type

- ◆ Food & Beverage
- + Hotel
- ★ Retail
- ✕ Services

Status

- Coming Soon
- Open

7

Coming Soon

6

Open This Month

