



Times Square Alliance
**Monthly Economic Indicator
Report**
June 2025

JUNE ACTIVITY UNLESS OTHERWISE INDICATED



KEY INDICATORS



240,652
June 2025 Average Daily Pedestrians



89%
Storefront Businesses are Open



179,676 SF
Total Signed SF **179,676 SF Direct**



90.5%
May 2025 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail



240,652

June 2025 Average
Daily Pedestrians

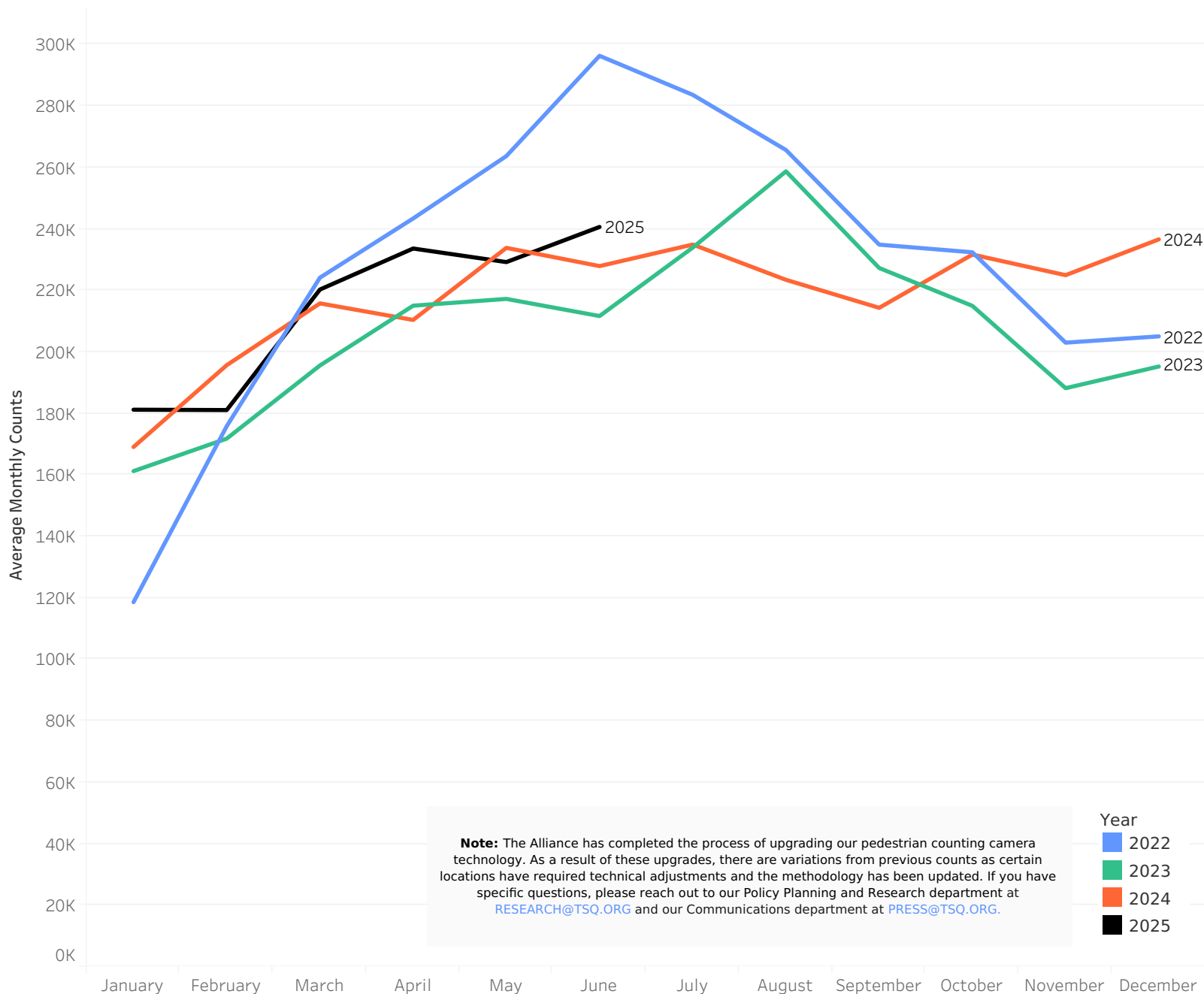
% Change from 2024

▲ **6%**

% Change from 2023

▲ **14%**

Average Daily Pedestrian Counts (Per Month)



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Economic Indicators

Hotels


Pedestrians

Hotels

Broadway

CRE

Retail



Hotel data is updated on a **month delay**. This page refers to the month of **MAY 2025**.

Reporting Area

Manhattan

Midtown

Times Square

90.5%

May 2025

Occupancy Rate

Occupancy % Change from 2024

▲ 0%

\$319.09

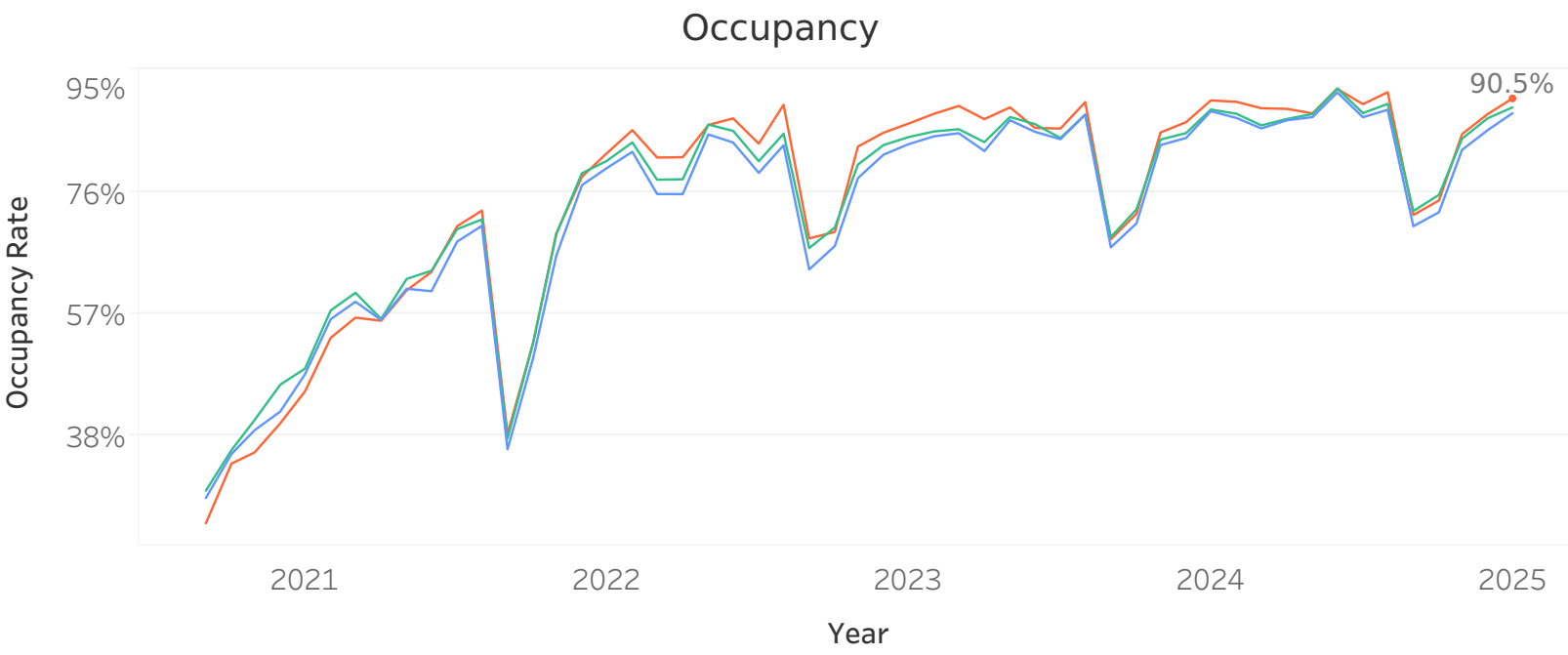
May 2025

Average Daily Rate

ADR % Change from 2024

▲ 3%

Occupancy



Year	Manhattan	Midtown	Times Square
2021	38%	38%	38%
2022	76%	76%	76%
2023	85%	85%	85%
2024	90%	90%	90%
2025	90.5%	90.5%	90.5%

Average Daily Rate (ADR)



Year	Manhattan	Midtown	Times Square
2022 May	\$336	\$310	\$273
2023 May	\$358	\$334	\$295
2024 May	\$370	\$347	\$311
2025 May	\$388	\$362	\$319

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Economic Indicators Broadway


Pedestrians

Hotels

Broadway

CRE

Retail



Year

2024

2025

\$42.5 Million

June 2025 Sales (weekly average)

Monthly Sales % Change from 2024

▲ 17%

320,844

June 2025 Attendance (weekly average)

Attendance % Change from 2024

▲ 14%

Weekly Broadway Gross Revenue

Week Ending

20242025

Total Gross

\$50M

\$40M

\$30M

\$20M

\$10M

\$0M

\$34M

\$36M

\$37M

\$38M

\$38M

\$45M

\$46M

\$39M

\$43M

\$39M

5/31/2024

6/7/2024

6/14/2024

6/21/2024

6/28/2024

5/30/2025

6/6/2025

6/13/2025

6/20/2025

6/27/2025

Week Of

Week Of

Weekly Broadway Attendance

Week Ending

20242025

Attendance

350K

300K

250K

280K

291K

294K

283K

265K

334K

330K

313K

329K

299K

May 30

Jun 6

Jun 13

Jun 20

May 29


Jun 5

Jun 12

Jun 19

Week of

Week of



Year

2023

2024

2025

78.7%

June 2025

Occupancy Rate

Monthly Occupancy %

Change from 2024

▲

3%

\$61.92

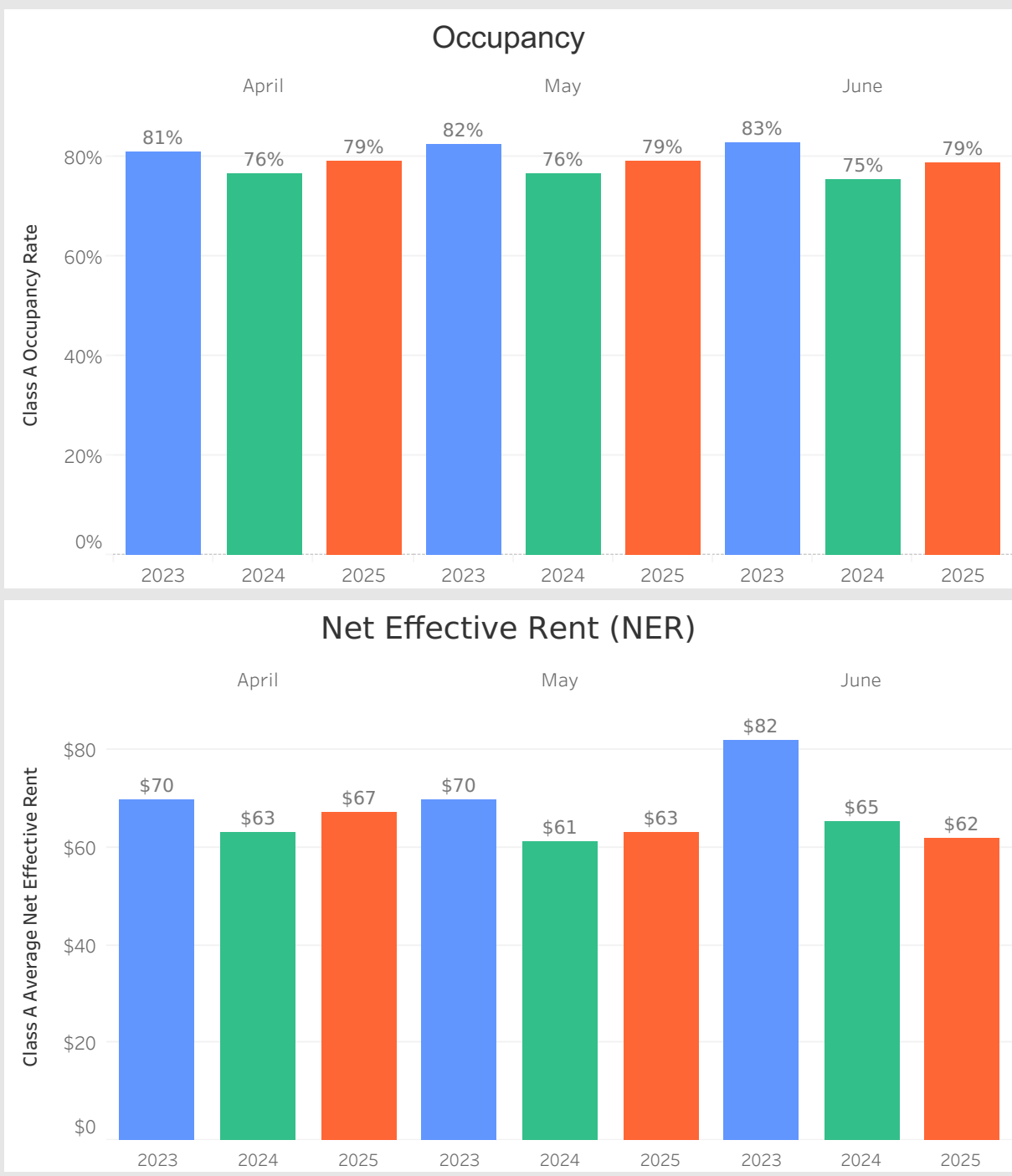
Net Effective Rent

NER % Change from

2024

▼

-5%





- Type
- ◆ Food & Beverage
 - Other
 - ★ Retail

- Status
- Coming Soon
 - Open

10

Coming Soon

5

Open This Month

Openings and Coming Soon

