



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report

July 2025

JULY ACTIVITY UNLESS OTHERWISE INDICATED



KEY INDICATORS



233,163

July 2025 Average Daily Pedestrians



89%

Storefront Businesses are Open



46,914 SF

Total Signed SF

46,914 SF Direct



91.2%

June 2025 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail



233,163

July 2025 Average
Daily Pedestrians

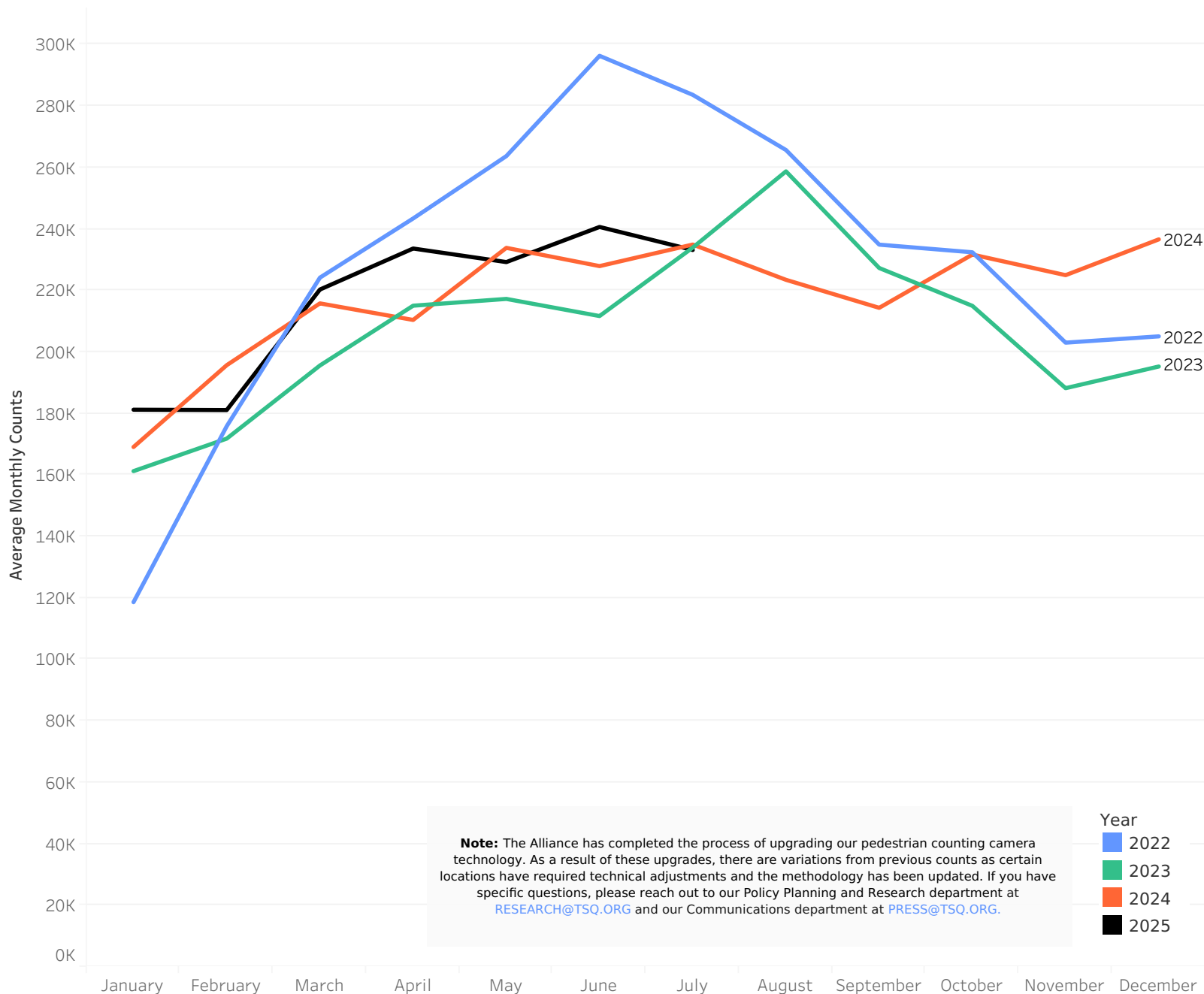
% Change from 2024

▼ **-1%**

% Change from 2023

0%

Average Daily Pedestrian Counts (Per Month)



Note: The Alliance has completed the process of upgrading our pedestrian counting camera technology. As a result of these upgrades, there are variations from previous counts as certain locations have required technical adjustments and the methodology has been updated. If you have specific questions, please reach out to our Policy Planning and Research department at RESEARCH@TSQ.ORG and our Communications department at PRESS@TSQ.ORG.

Year

2022

2023

2024

2025

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Economic Indicators

Hotels


Pedestrians

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

Reporting Area

Manhattan

Midtown

Times Square

91.2%

June 2025

Occupancy Rate

Occupancy % Change from 2024

▲ 1%

\$311.47

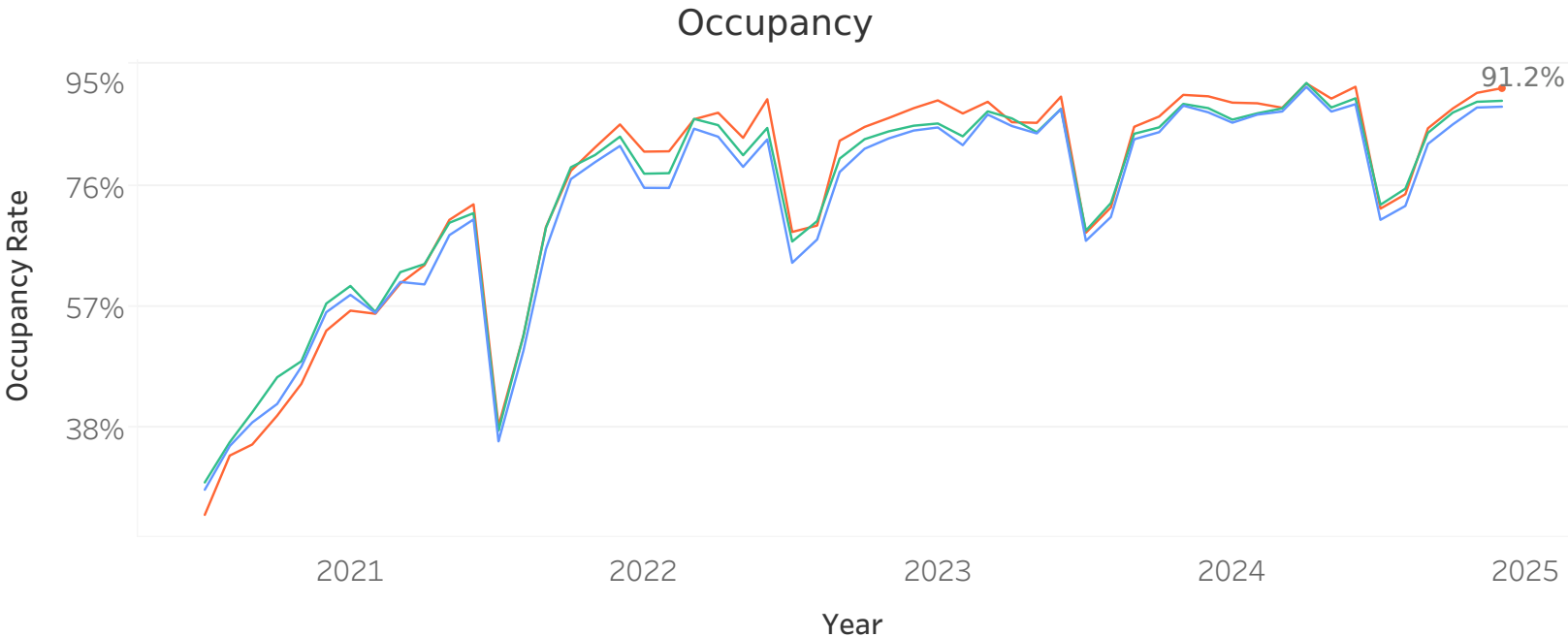
June 2025

Average Daily Rate

ADR % Change from 2024

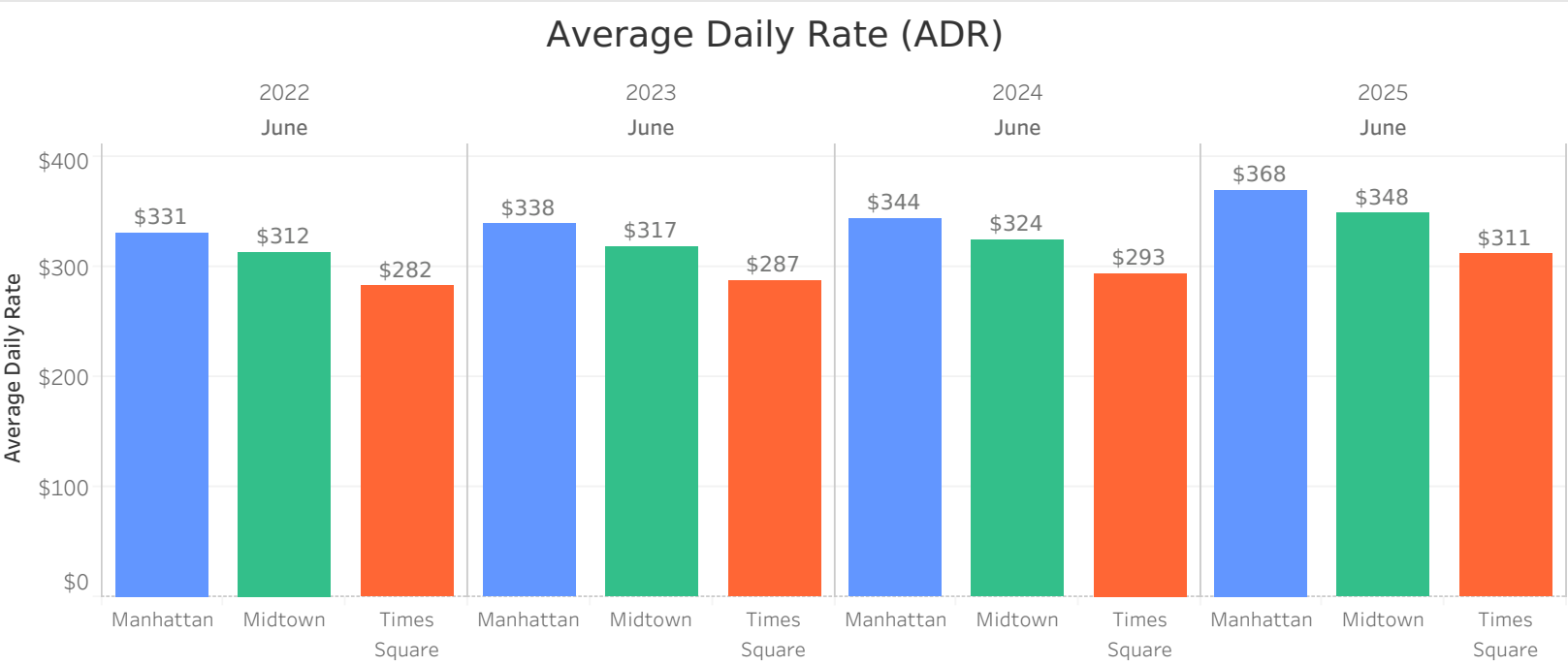
▲ 6%

Occupancy



Year	Manhattan	Midtown	Times Square
2020	38%	38%	38%
2021	57%	57%	57%
2022	76%	76%	76%
2023	85%	85%	85%
2024	90%	90%	90%
2025	91.2%	91.2%	91.2%

Average Daily Rate (ADR)



Year	Manhattan	Midtown	Times Square
2022 June	\$331	\$312	\$282
2023 June	\$338	\$317	\$287
2024 June	\$344	\$324	\$293
2025 June	\$368	\$348	\$311

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Economic Indicators Broadway


Pedestrians

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Year

2024

2025

\$32.2 Million

July 2025 Sales (weekly average)

Monthly Sales % Change from 2024

▲ 3%

Weekly Broadway Gross Revenue

Week Ending

2024

2025

Total Gross

\$32M

\$30M

\$31M

\$31M

\$31M

\$33M

\$34M

\$32M

7/5/2024

7/12/2024

7/19/2024

7/26/2024

7/4/2025

7/11/2025

7/18/2025

7/25/2025

Week Of

Week Of

Weekly Broadway Attendance

Week Ending

2024

2025

Attendance

250K

243K

250K

240K

262K

261K

258K

247K

Jul 4

Jul 11

Jul 18


Jul 3

Jul 10

Jul 17

Week of

Week of



Year

2023

2024

2025

79.2%

July 2025

Occupancy Rate

Monthly Occupancy %

Change from 2024

▼ -2%

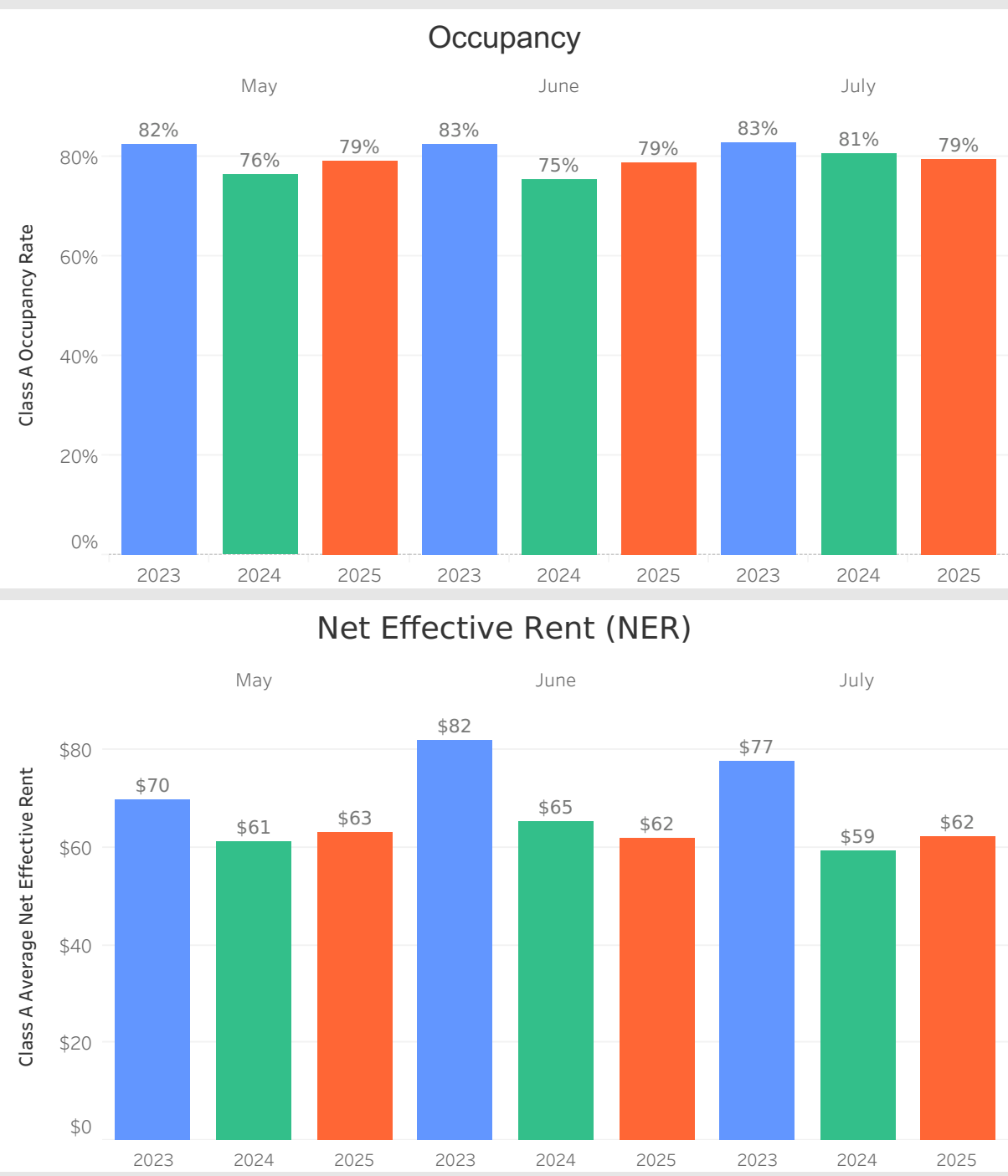
\$62.04

Net Effective Rent

NER % Change from

2024

▲ 4%





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

- Status
- Coming Soon
 - Open

8
Coming Soon

7
Open This Month

Openings and Coming Soon

