



Times Square Alliance
**Monthly Economic Indicator
Report**

August 2025

AUGUST ACTIVITY UNLESS OTHERWISE INDICATED



KEY INDICATORS



236,501
August 2025 Average Daily
Pedestrians



89%
Storefront Businesses are Open



75,674 SF Total Signed SF	68,526 SF Direct
	7,148 SF Sublease



85.7%
July 2025 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail

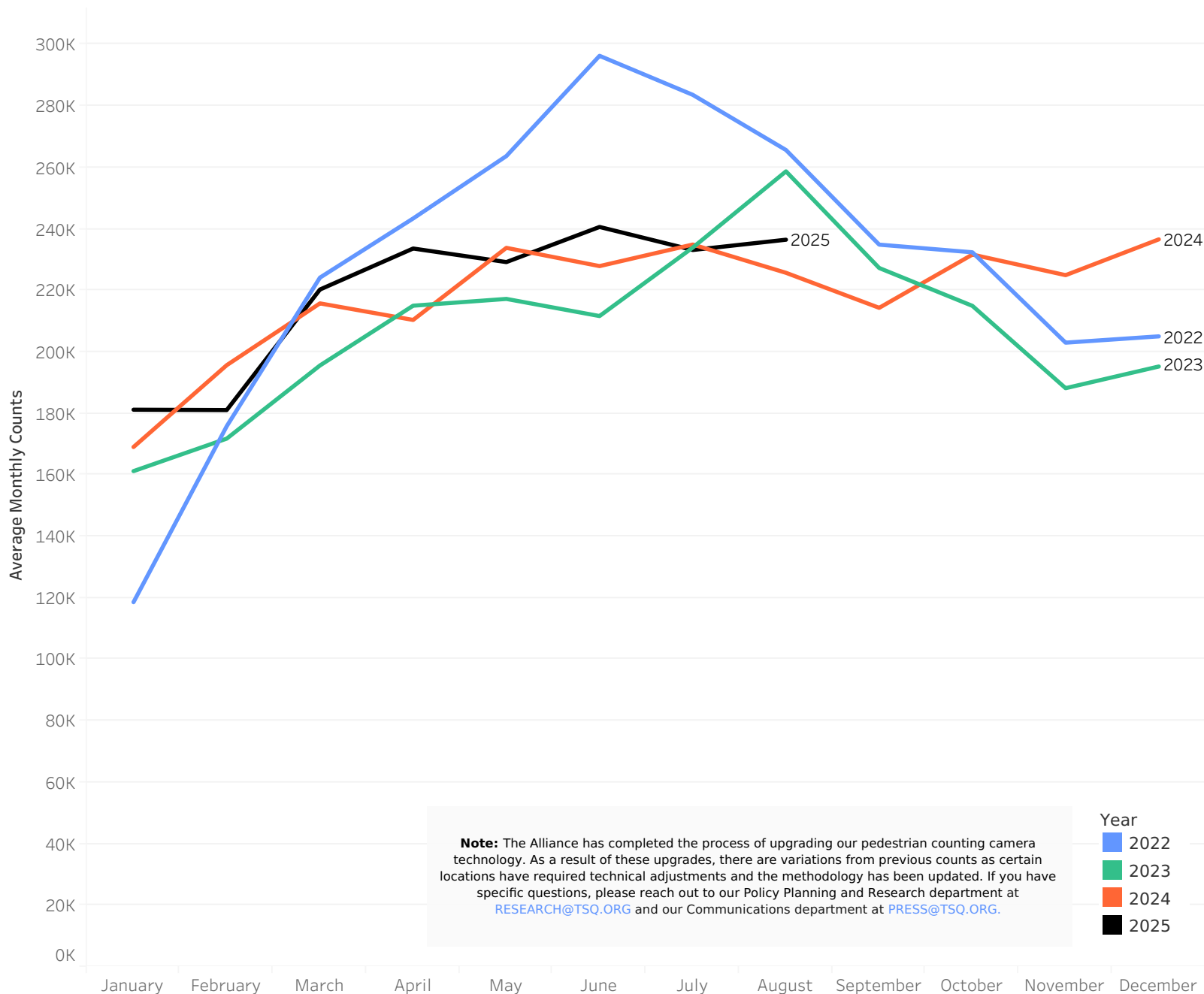


236,501
August 2025
Average Daily
Pedestrians

% Change from 2024
▲ **5%**

% Change from 2023
▼ **-9%**

Average Daily Pedestrian Counts (Per Month)





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

Reporting Area

Manhattan

Midtown

Times Square

85.7%

July 2025

Occupancy Rate

Occupancy % Change from 2024

▼ -3%

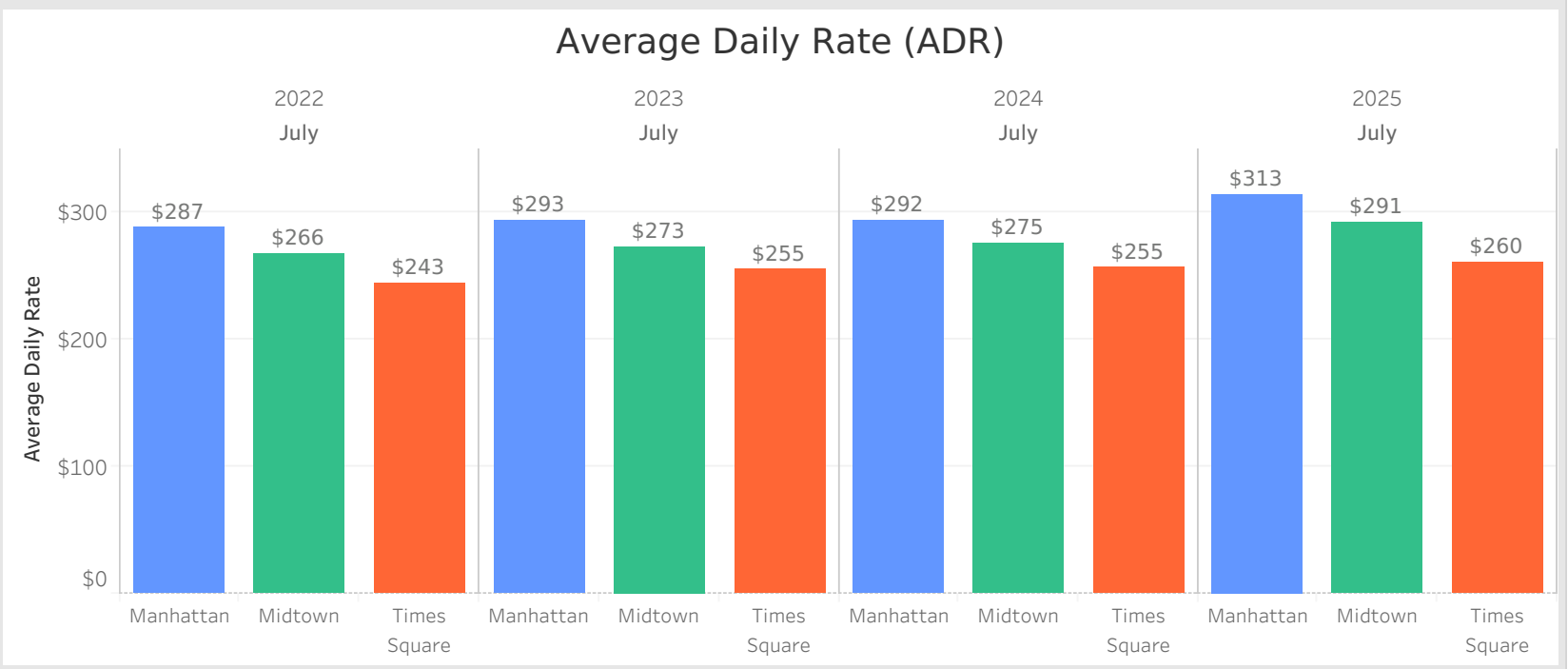
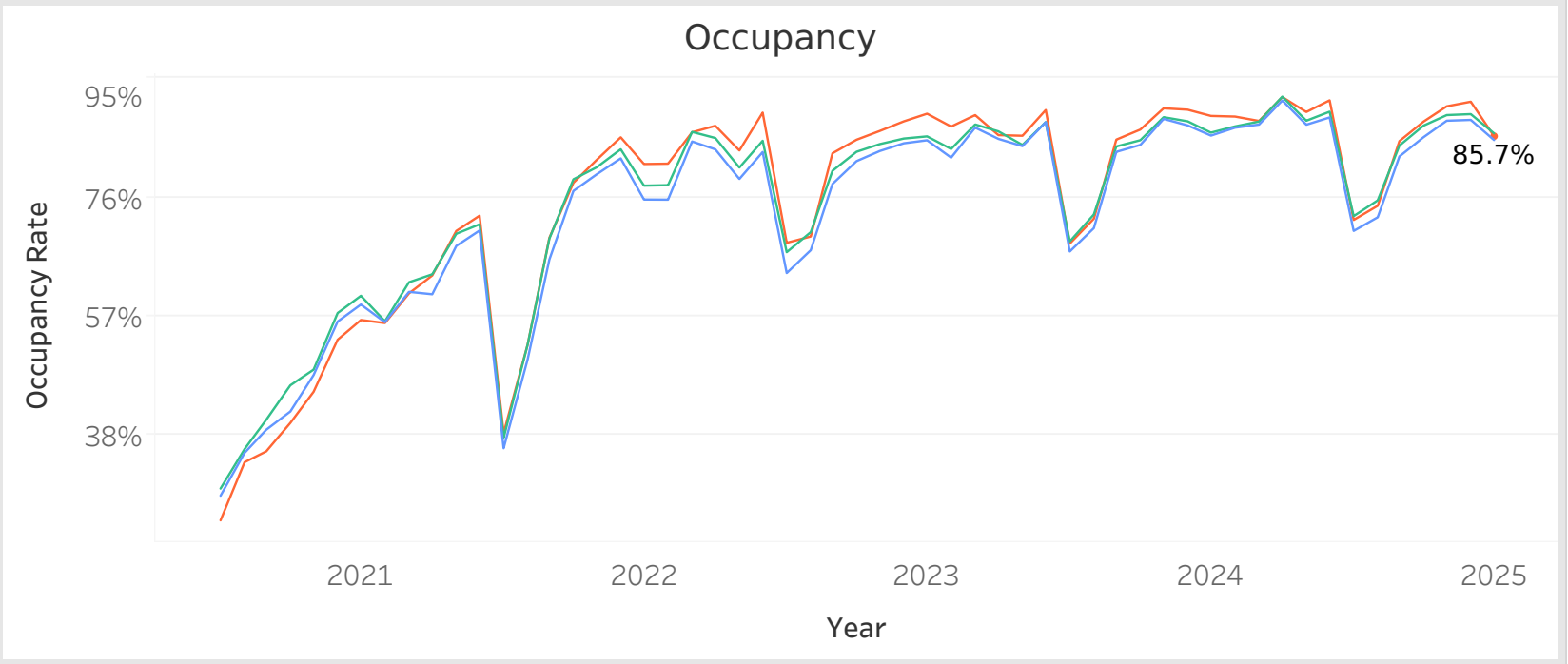
\$260.10

July 2025

Average Daily Rate

ADR % Change from 2024

▲ 2%





Year

2024

2025

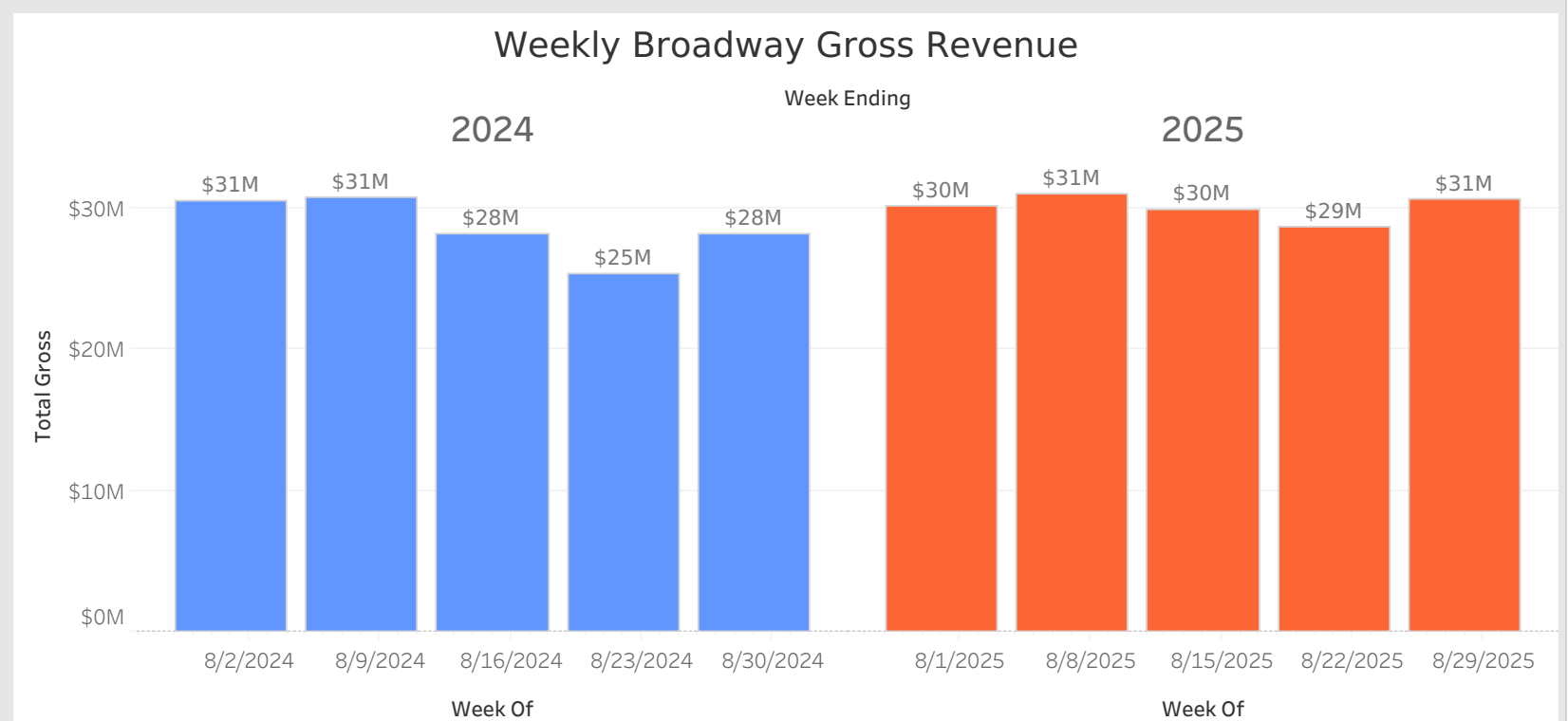
\$30.0 Million

August 2025 Sales (weekly average)

Monthly Sales % Change from 2024

▲

5%



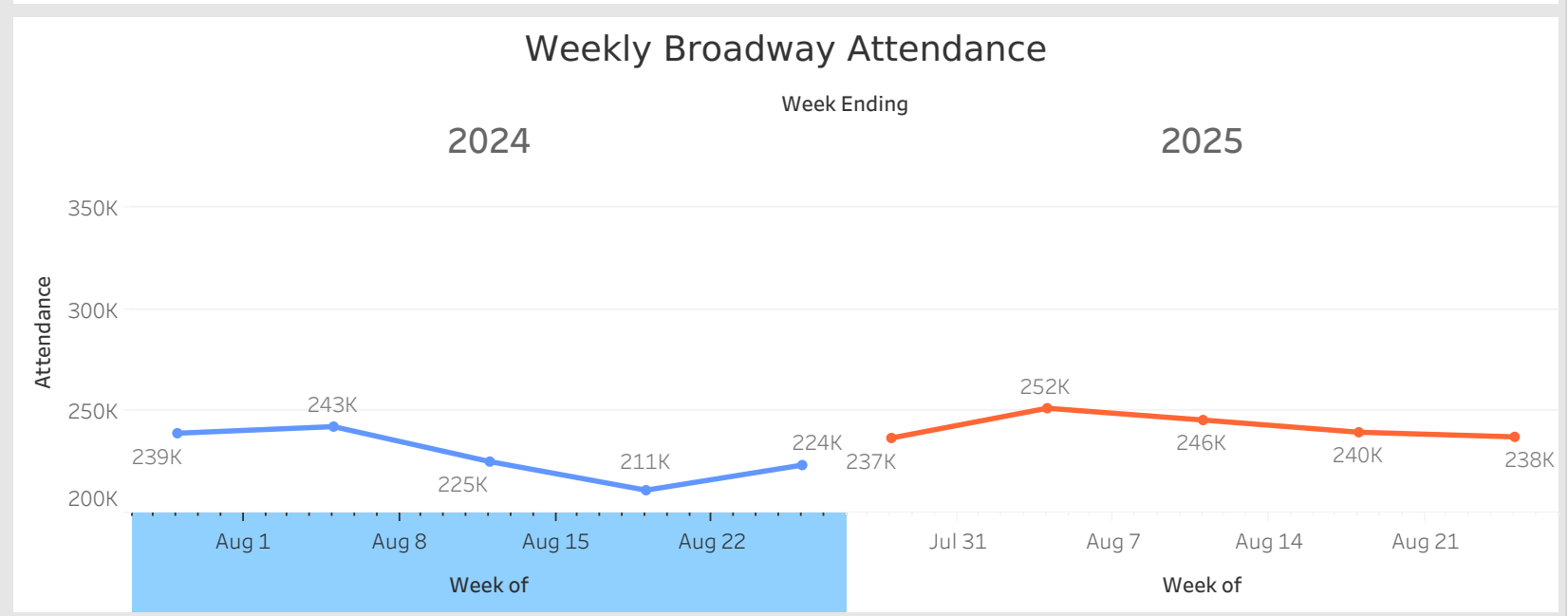
242,350

August 2025 Attendance (weekly average)

Attendance % Change from 2024

▲

6%





Year

2023

2024

2025

79.1%

August 2025

Occupancy Rate

Monthly Occupancy %

Change from 2024

▲

1%

\$62.62

Net Effective Rent

NER % Change from

2024

▲

5%

