



Times Square Alliance

Monthly Economic Indicator

Report

September 2025

SEPTEMBER ACTIVITY UNLESS OTHERWISE INDICATED



KEY INDICATORS



217,063

September 2025 Average Daily Pedestrians



89%

Storefront Businesses are Open



90,553 SF

Total Signed SF

63,061 SF Direct

27,492 SF Sublease



87.0%

August 2025 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail

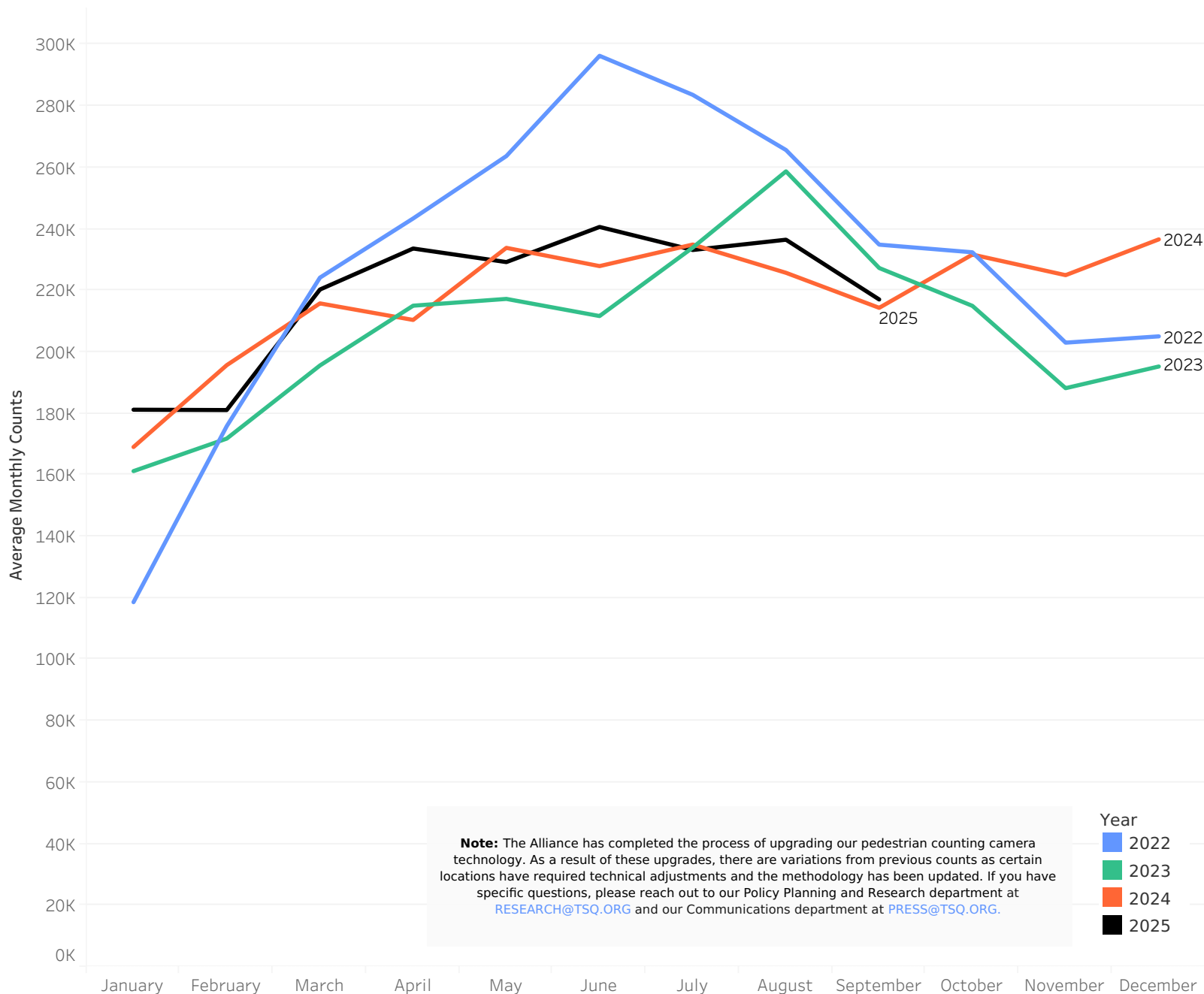


217,063
September 2025
Average Daily
Pedestrians

% Change from 2024
▲ **1%**

% Change from 2023
▼ **-5%**

Average Daily Pedestrian Counts (Per Month)



>

Economic Indicators

Hotels


Pedestrians

Hotels

Broadway

CRE

Retail



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

Reporting Area

Manhattan

Midtown

Times Square

87.0%

August 2025 Occupancy Rate

Occupancy % Change from 2024

▼

-2%

\$255.02

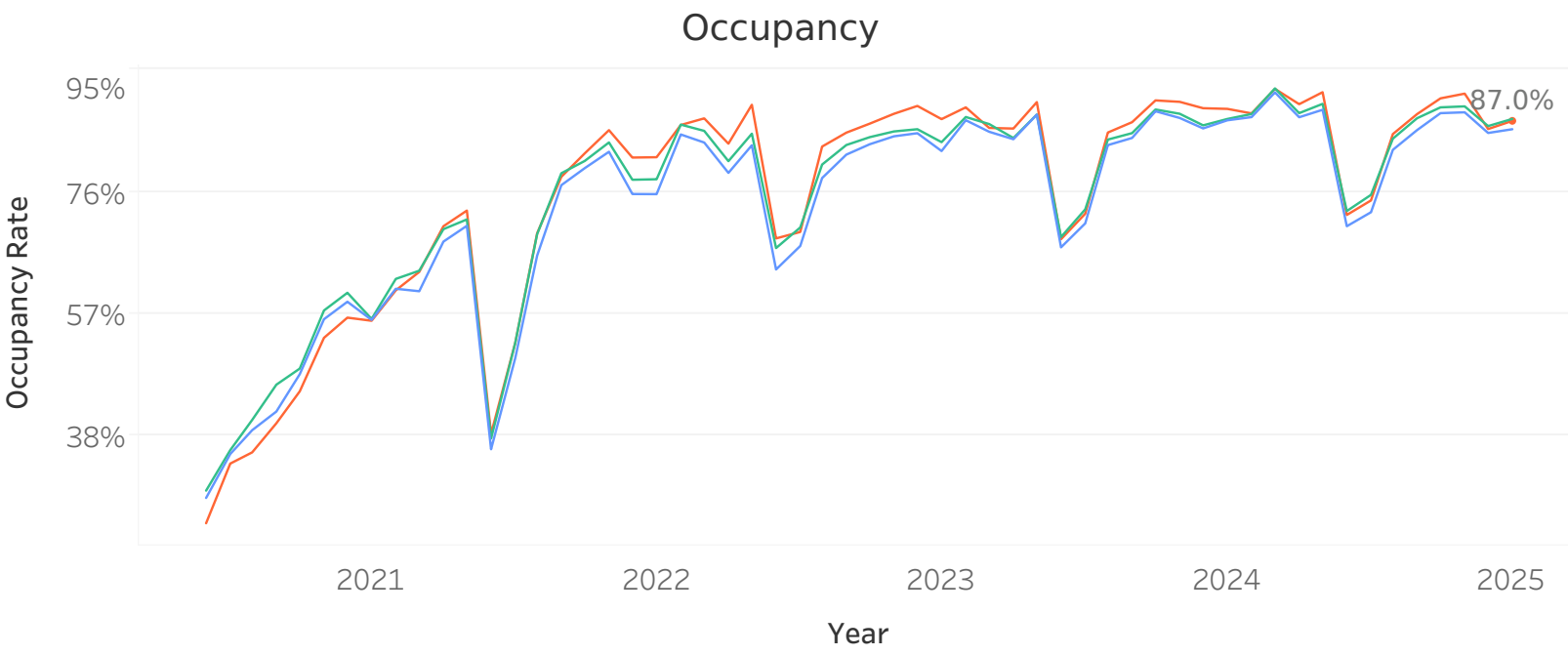
August 2025 Average Daily Rate

ADR % Change from 2024

▲

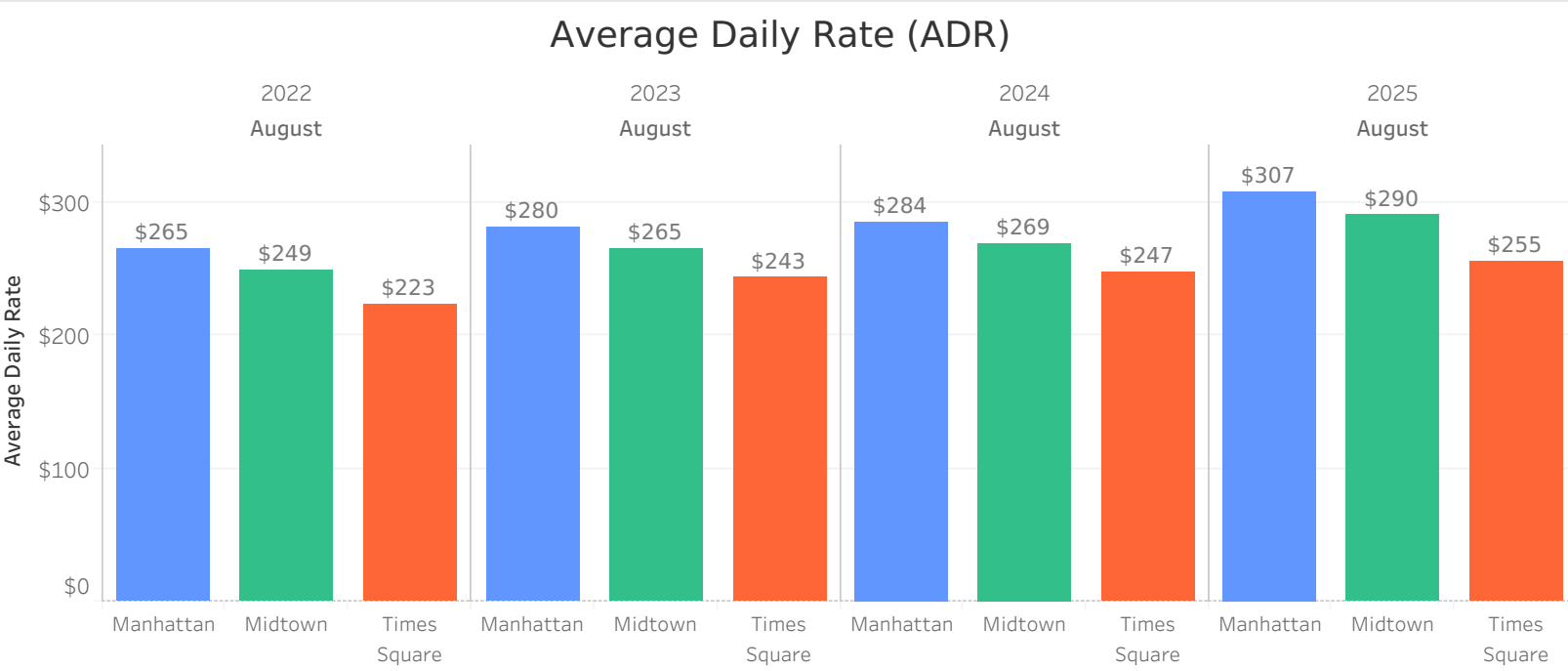
3%

Occupancy




Year	Manhattan	Midtown	Times Square
2021	38%	38%	38%
2022	76%	76%	76%
2023	87%	87%	87%
2024	89%	89%	89%
2025	87.0%	87.0%	87.0%

Average Daily Rate (ADR)



Year	Area	ADR (\$)
2022 August	Manhattan	\$265
	Midtown	\$249
	Times Square	\$223
2023 August	Manhattan	\$280
	Midtown	\$265
	Times Square	\$243
2024 August	Manhattan	\$284
	Midtown	\$269
	Times Square	\$247
2025 August	Manhattan	\$307
	Midtown	\$290
	Times Square	\$255



Year

2024

2025

\$29.6 Million

September 2025

Sales (weekly average)

Monthly Sales % Change from 2024

▲ 11%

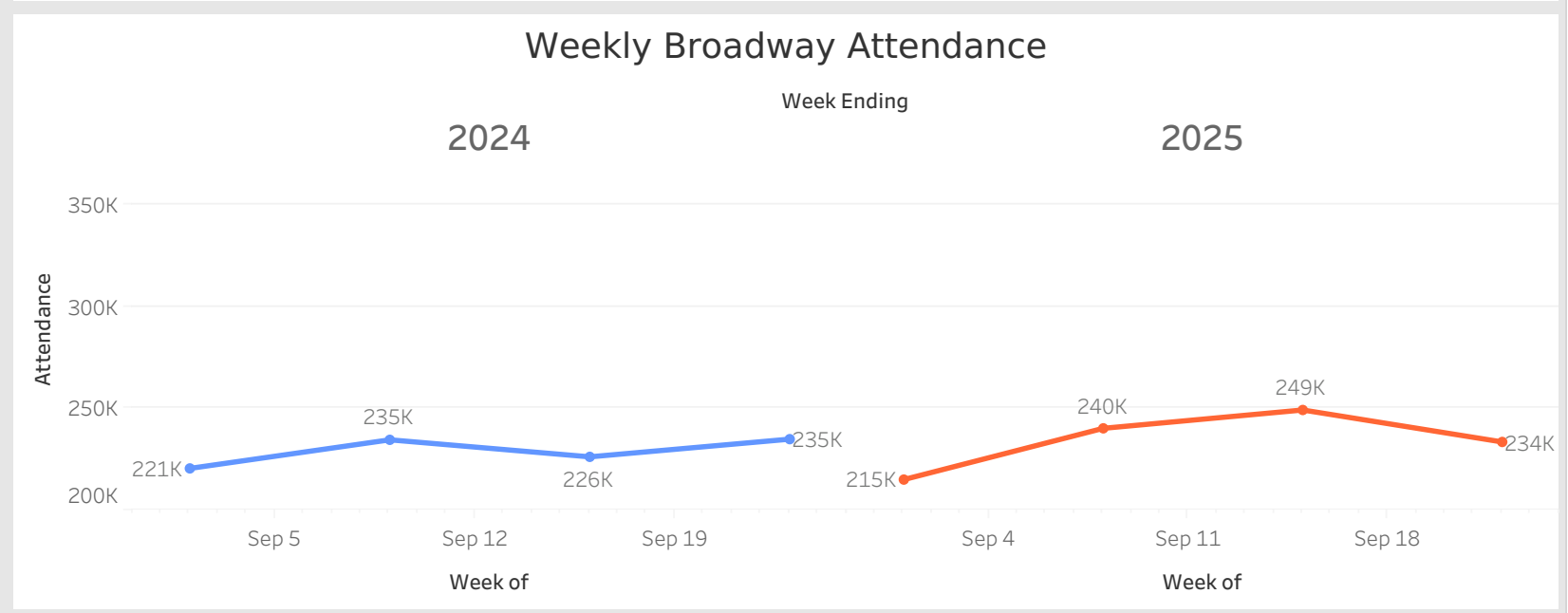
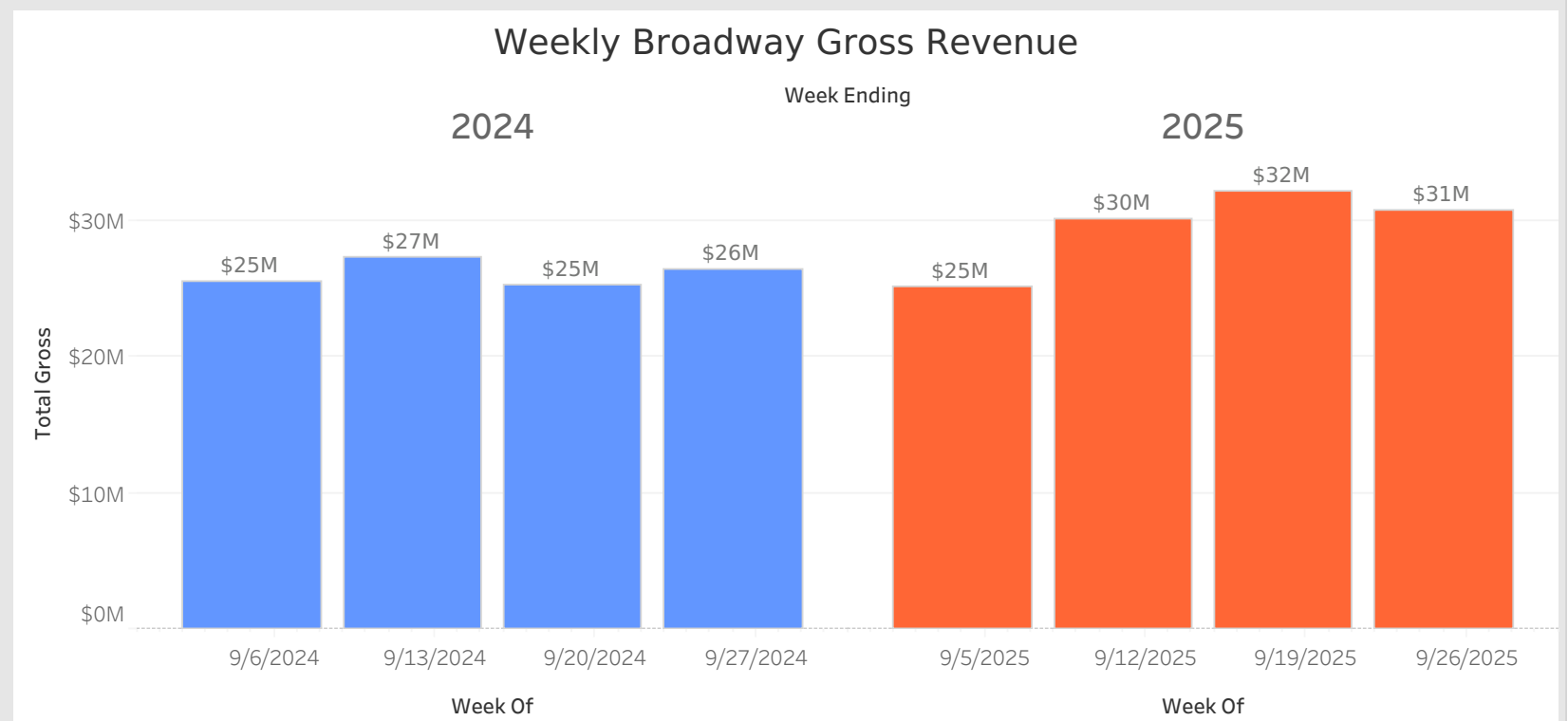
234,563


September 2025

Attendance (weekly average)

Attendance % Change from 2024

▲ 3%





Year

2023

2024

2025

79.7%

September 2025

Occupancy Rate

Monthly Occupancy %

Change from 2024

▲

4%

\$56.63

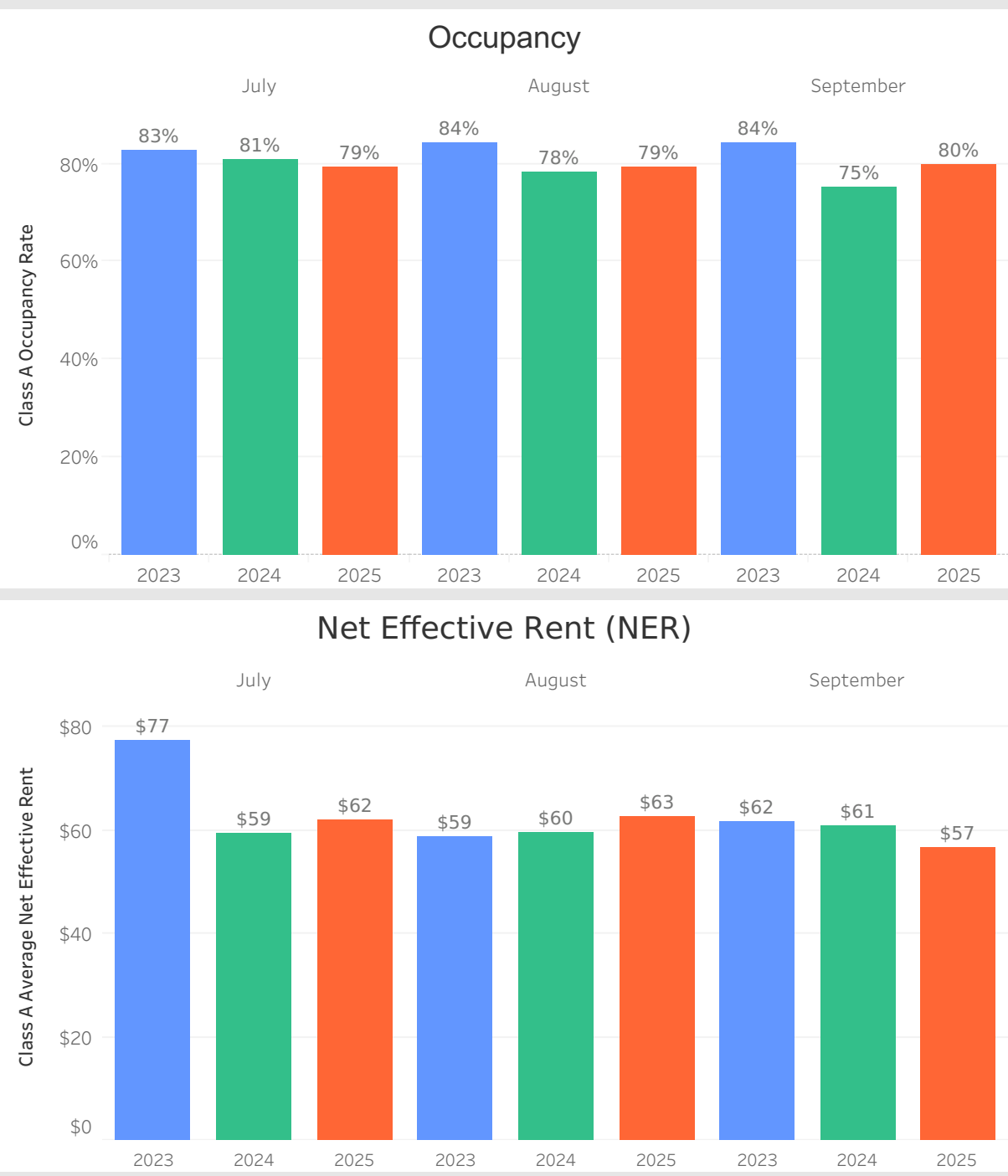
Net Effective Rent

NER % Change from

2024

▼

-7%





Type

- ◆ Food & Beverage

- ☐
- Other

- ★ Retail

Status

-  Coming Soon

- Open

10

Coming Soon

6

Open This Month

Openings and Coming Soon

