



Times Square Alliance

Monthly Economic Indicator

Report

November 2025

NOVEMBER ACTIVITY UNLESS OTHERWISE INDICATED



KEY INDICATORS



222,491

November 2025 Average Daily Pedestrians



89%

Storefront Businesses are Open



43,888 SF

Total Signed SF

43,888 SF Direct



89.8%

October 2025 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail

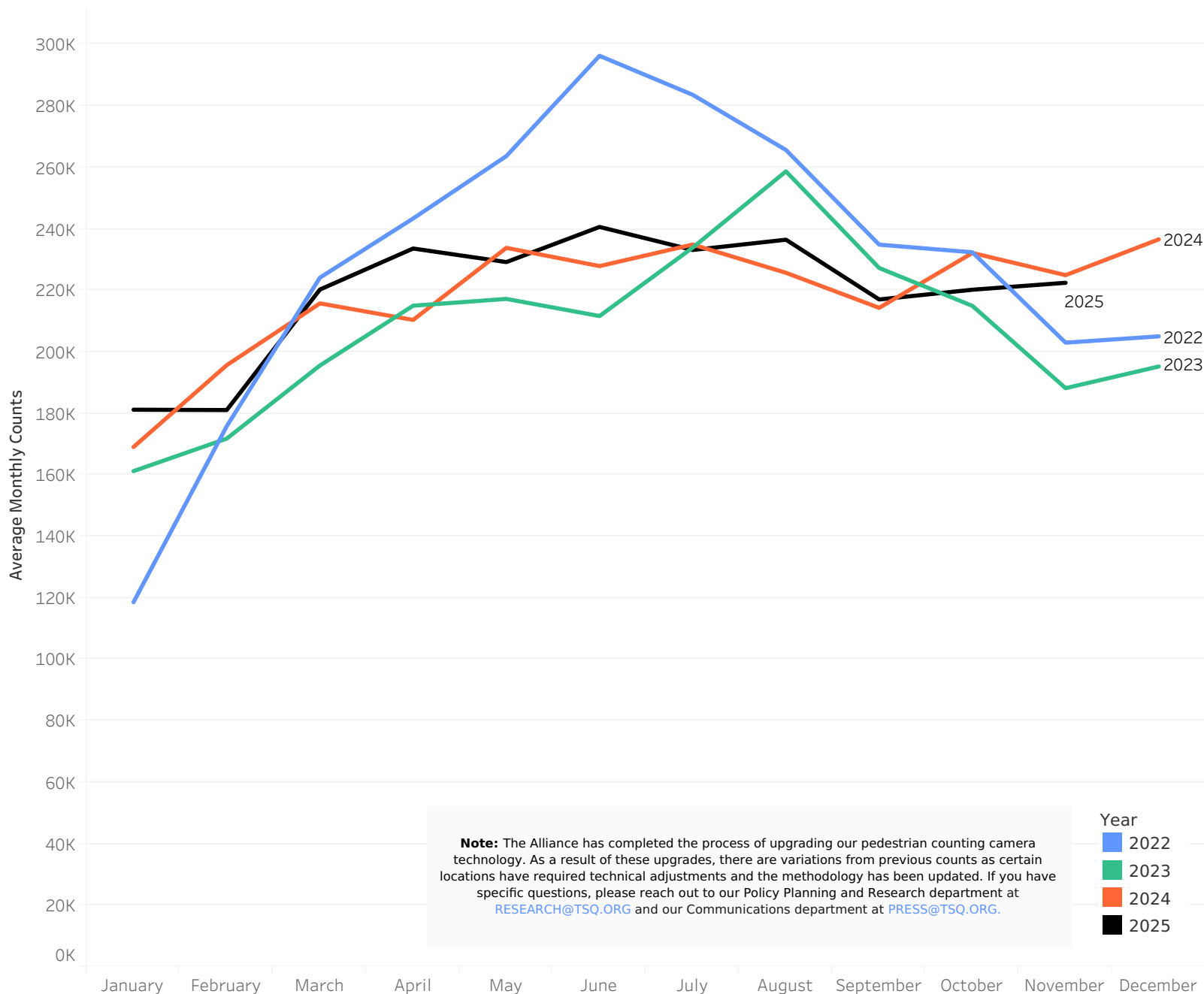


222,491
November 2025
Average Daily
Pedestrians

% Change from 2024
▼ **-1%**

% Change from 2023
▲ **18%**

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 **October 2025**.

Reporting Area

Manhattan

Midtown

Times Square

89.8%

October 2025

Occupancy Rate

Occupancy % Change from 2024

▼

-2%

\$371.63

October 2025

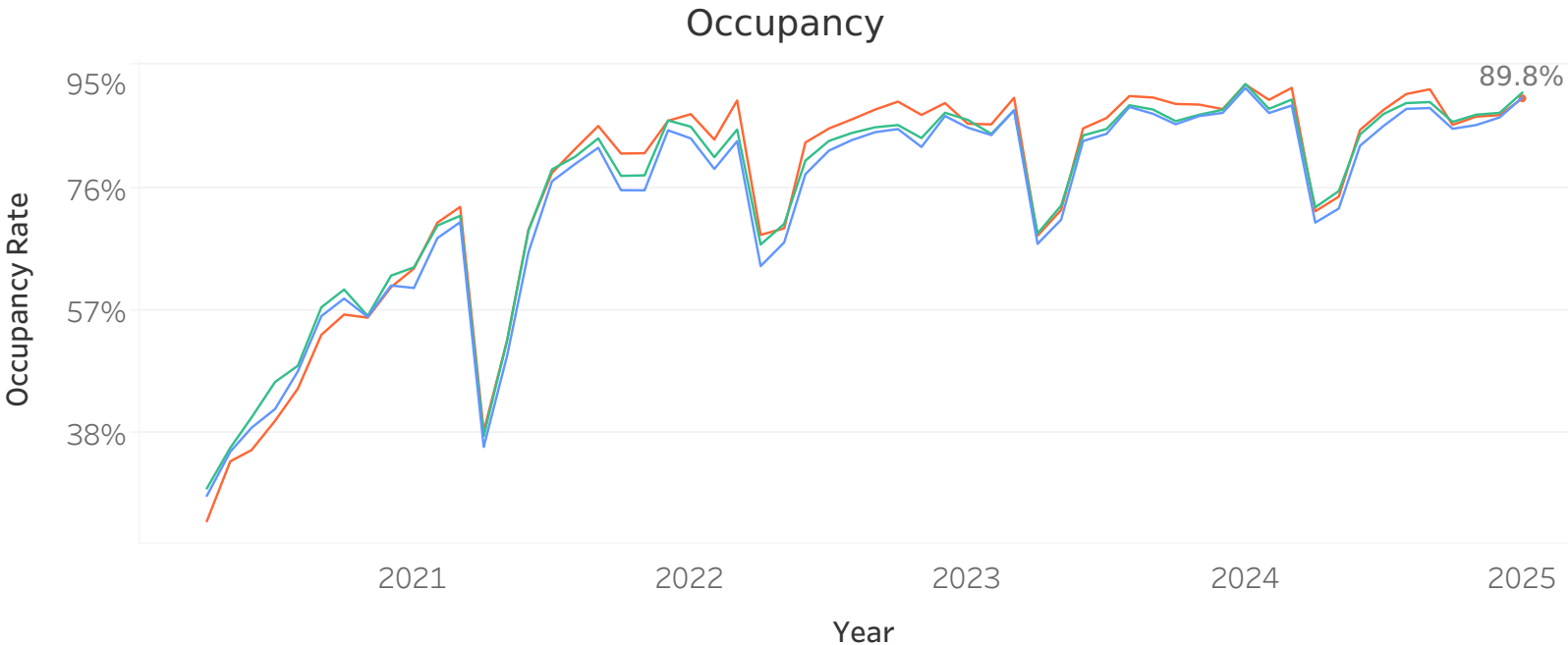
Average Daily Rate

ADR % Change from 2024

▲

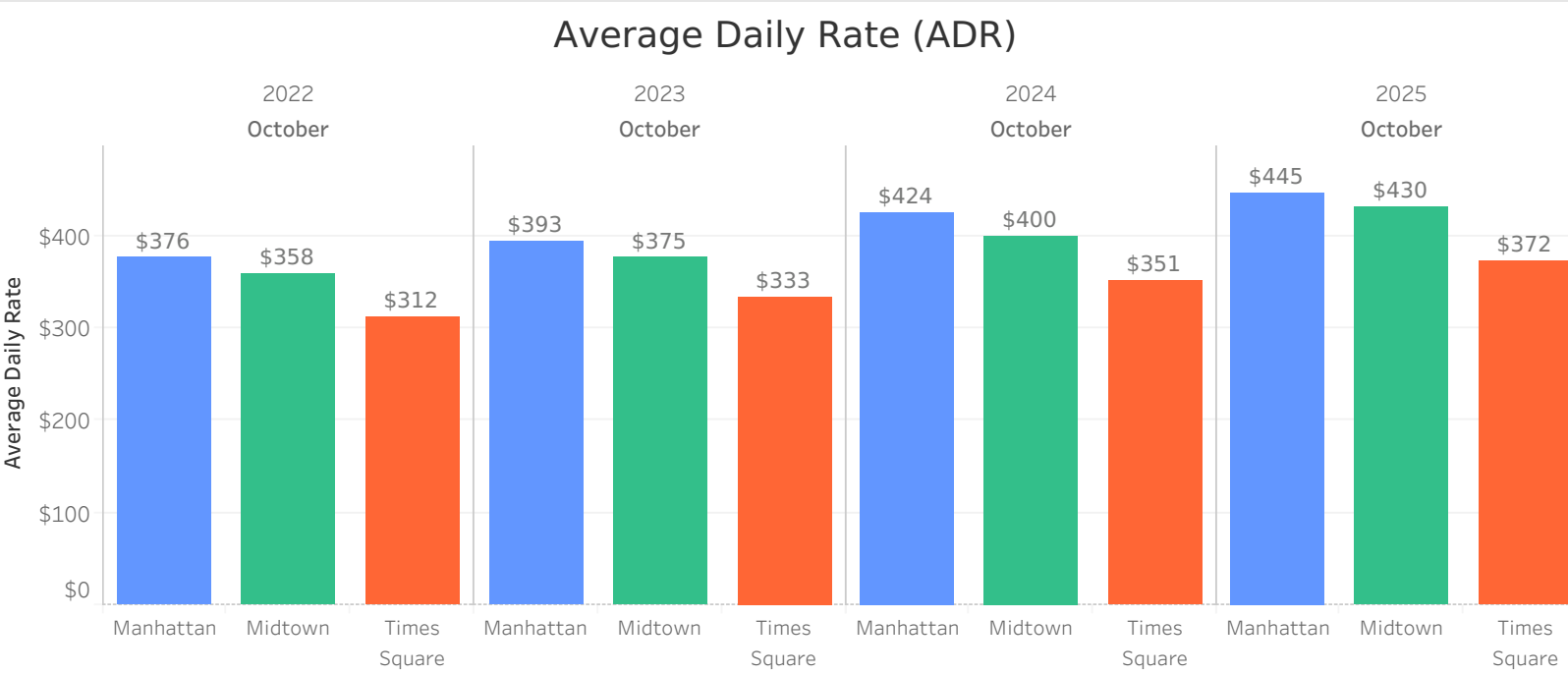
6%

Occupancy



Year	Manhattan	Midtown	Times Square
2020	38%	38%	38%
2021	57%	57%	57%
2022	76%	76%	76%
2023	89%	89%	89%
2024	95%	95%	95%
2025	89.8%	89.8%	89.8%

Average Daily Rate (ADR)



Year	Manhattan	Midtown	Times Square
2022	\$376	\$358	\$312
2023	\$393	\$375	\$333
2024	\$424	\$400	\$351
2025	\$445	\$430	\$372

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Economic Indicators Broadway


Pedestrians

Hotels

Broadway

CRE

Retail



Year

2024

2025

\$40.8 Million

November 2025

Sales (weekly average)

Monthly Sales % Change from 2024

▲

15%

293,773

November 2025

Attendance (weekly average)

Attendance % Change from 2024

▼

-2%

Weekly Broadway Gross Revenue

Week Ending

2024

2025

Total Gross

11/8/2024

11/15/2024

11/22/2024

11/29/2024

11/7/2025

11/14/2025

11/21/2025

11/28/2025

\$36M

\$35M

\$37M

\$46M

\$41M

\$40M

\$41M

\$48M

Week Of	2024	2025
11/8/2024	\$36M	
11/15/2024	\$35M	
11/22/2024	\$37M	
11/29/2024	\$46M	
11/7/2025		\$41M
11/14/2025		\$40M
11/21/2025		\$41M
11/28/2025		\$48M

Weekly Broadway Attendance

Week Ending

2024

2025

Attendance

Nov 7

Nov 14

Nov 21

Nov 6

Nov 13

Nov 20

306K

304K

307K

312K


306K

298K

290K

298K

Week of	2024	2025
Nov 7	306K	
Nov 14	304K	
Nov 21	307K	
Nov 6		306K
Nov 13		298K
Nov 20		290K
		298K



Year

2023

2024

2025

78.4%

November 2025

Occupancy Rate

Monthly Occupancy %

Change from 2024

▲ 5%

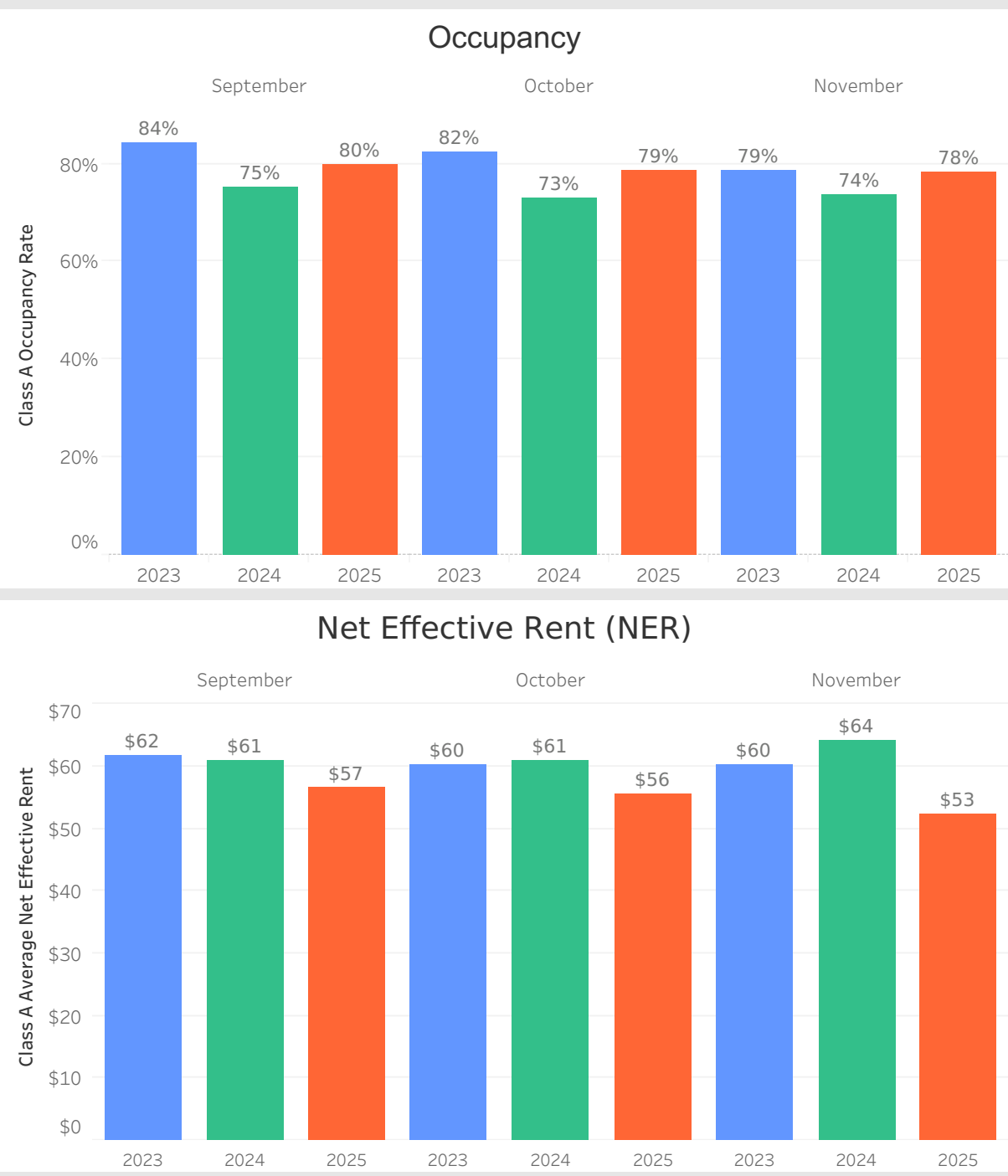
\$52.50

Net Effective Rent

NER % Change from

2024

▼ -18%



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