

[Pedestrians](#)[Hotels](#)[Broadway](#)[CRE](#)[Retail](#)

# Times Square Alliance

## Monthly Economic Indicator Report

December 2025

\*NOVEMBER ACTIVITY UNLESS OTHERWISE INDICATED\*

### KEY INDICATORS

**240,231**

December 2025 Average Daily Pedestrians

**89%**

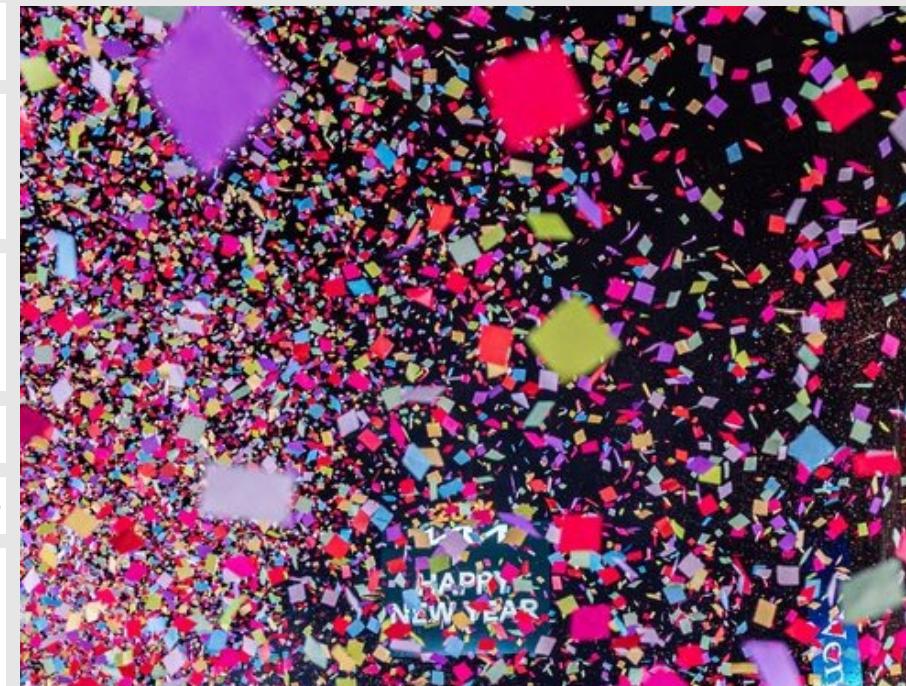
Storefront Businesses are Open

**248,191 SF**

Total Signed SF

**221,428 SF Direct****26,763 SF Sublease****90.0%**

November 2025 Hotel Occupancy



# Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail

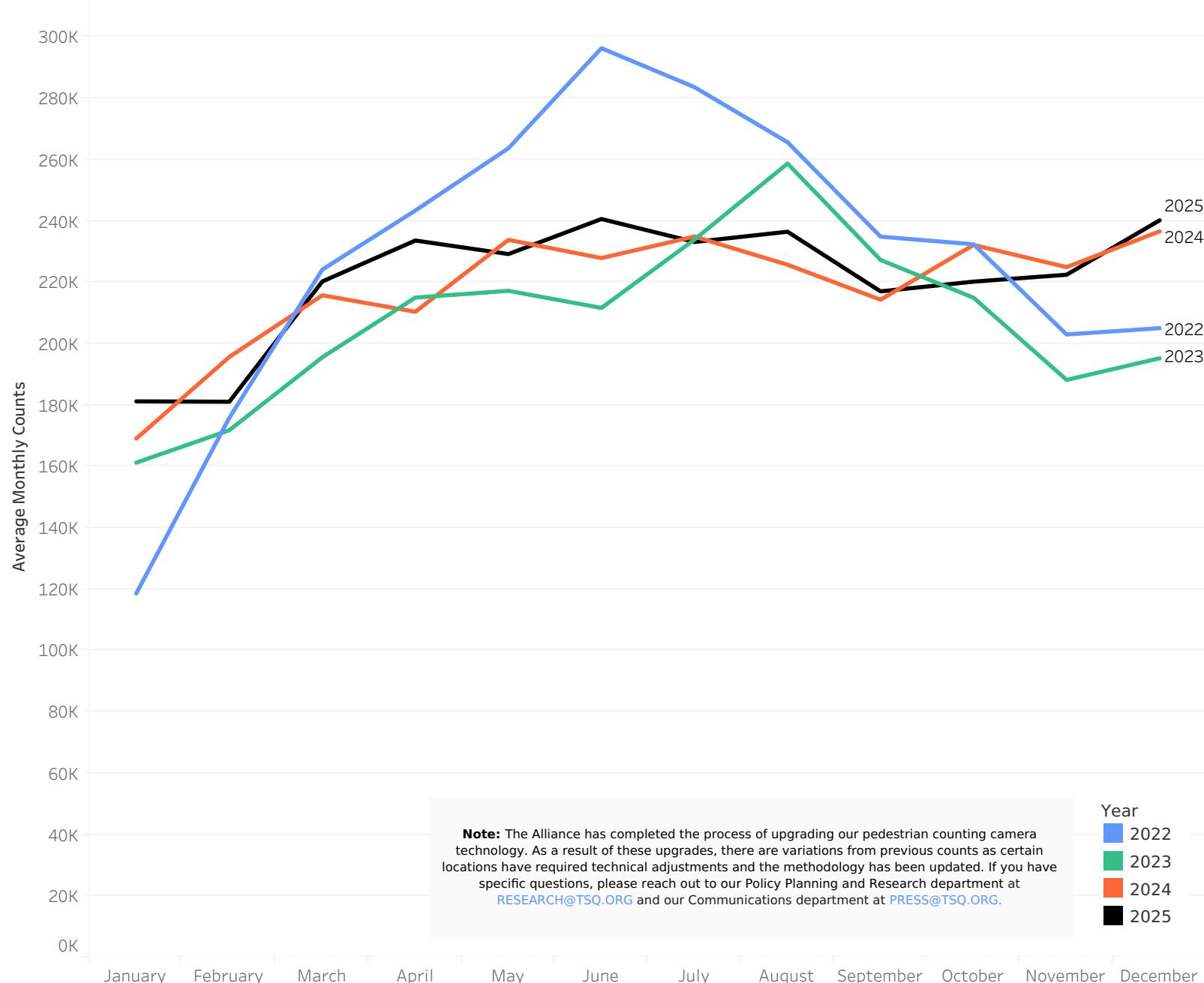


**240,231**  
December 2025  
Average Daily  
Pedestrians

% Change from 2024  
▲2%

% Change from 2023  
▲23%

## Average Daily Pedestrian Counts (Per Month)





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

Reporting Area  
■ Manhattan  
■ Midtown  
■ Times Square

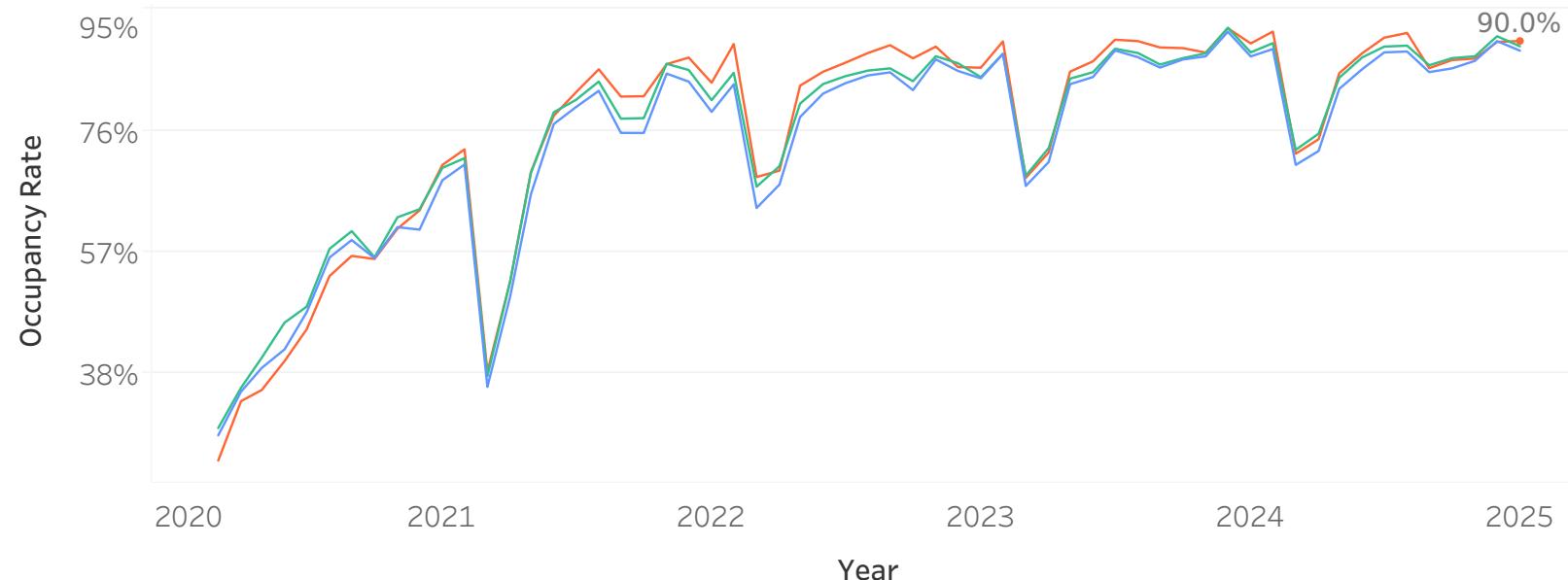
**90.0%**  
November 2025  
Occupancy Rate

Occupancy % Change  
from 2024  
▲ 0%

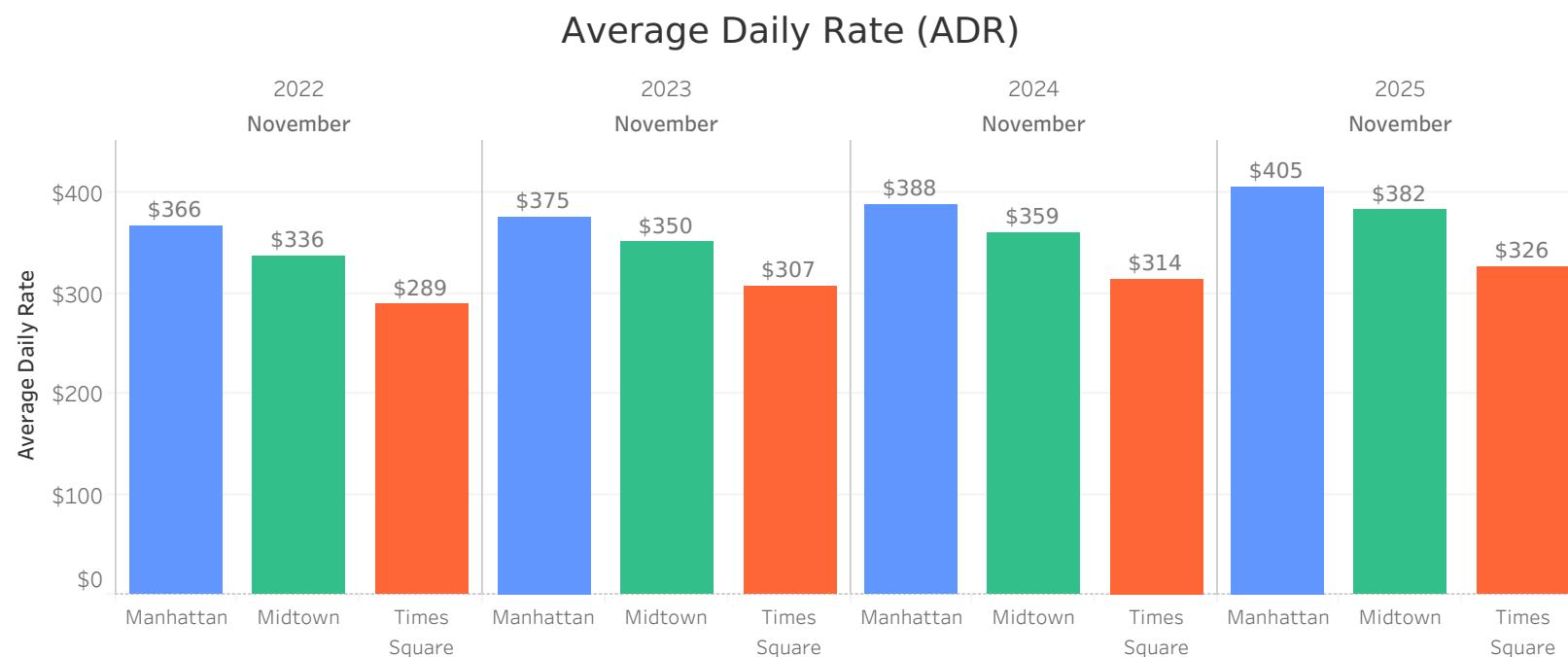
**\$325.53**  
November 2025  
Average Daily Rate

ADR % Change from  
2024  
▲ 4%

## Occupancy



## Average Daily Rate (ADR)





Year  
2024  
2025

**\$47.1 Million**  
December 2025  
Sales (weekly  
average)

Monthly Sales % Change  
from 2024  
▲ 1%

**303,873**  
December 2025  
Attendance (weekly  
average)

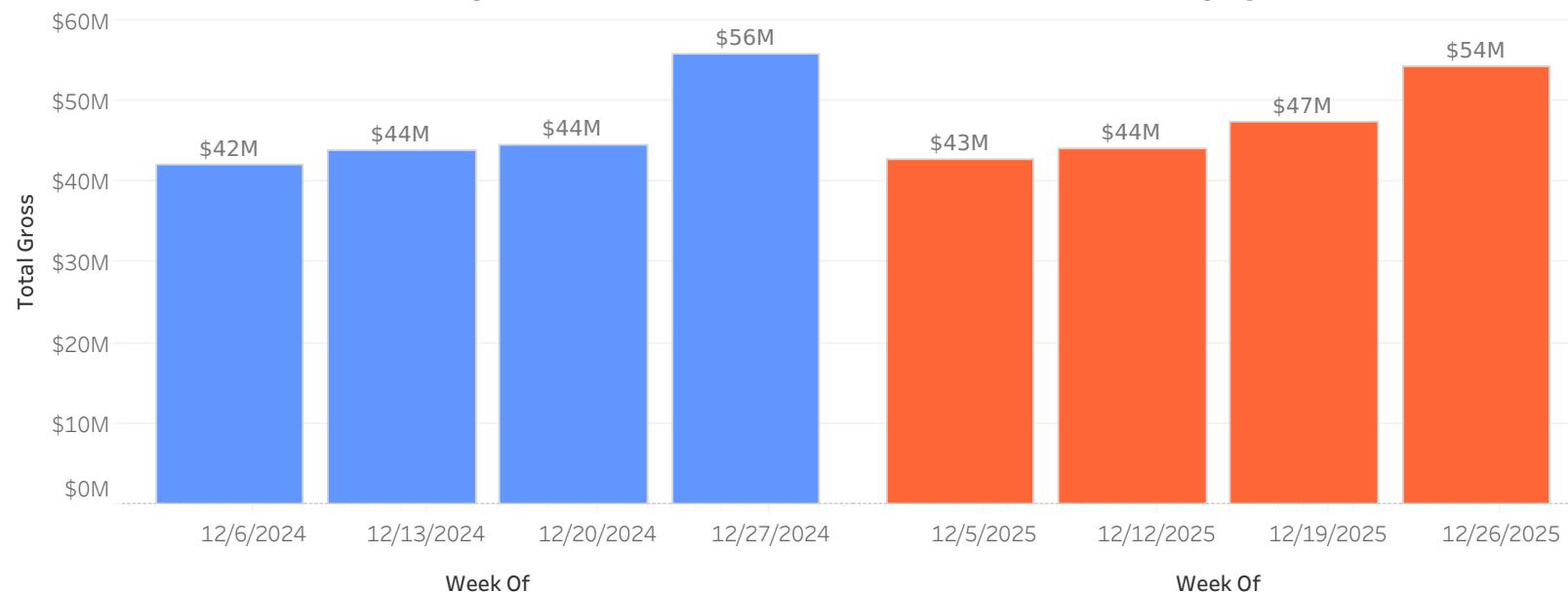
Attendance % Change  
from 2024  
▼ -2%

## Weekly Broadway Gross Revenue

2024

Week Ending

2025



## Weekly Broadway Attendance

2024

Week Ending

2025



# Economic Indicators Commercial Real Estate

Pedestrians

Hotels

Broadway

CRE

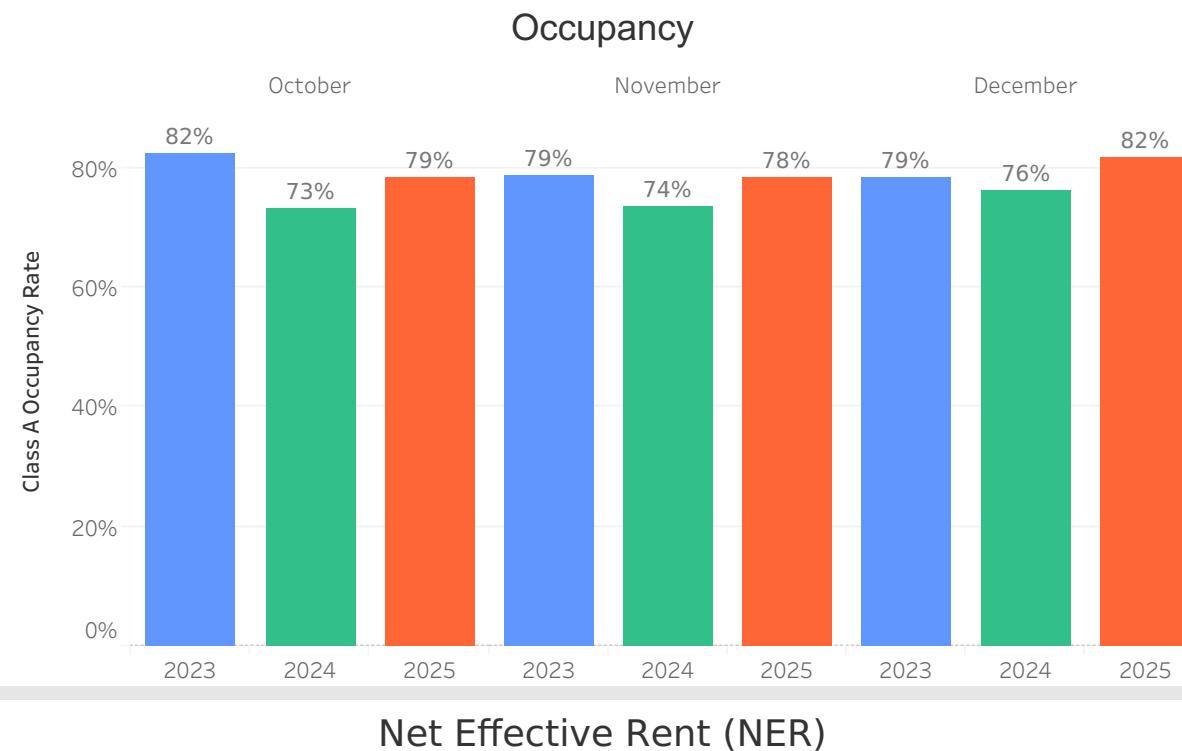
Retail



Year  
■ 2023  
■ 2024  
■ 2025

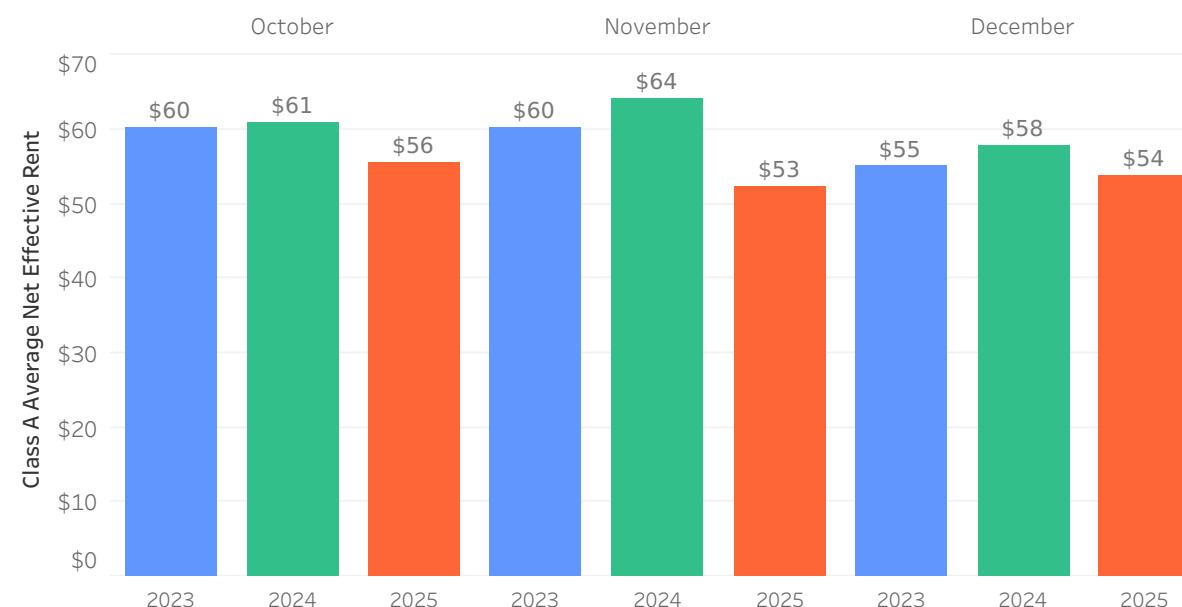
**81.7%**  
 December 2025  
 Occupancy Rate

Monthly Occupancy %  
 Change from 2024  
▲ 5%



**\$53.92**  
 Net Effective Rent

NER % Change from  
 2024  
▼ -7%





Type

◆ Food & Beverage

★ Retail

Status

■ Coming Soon

■ Open

9  
Coming Soon

4  
Open This Month

## Openings and Coming Soon

