



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

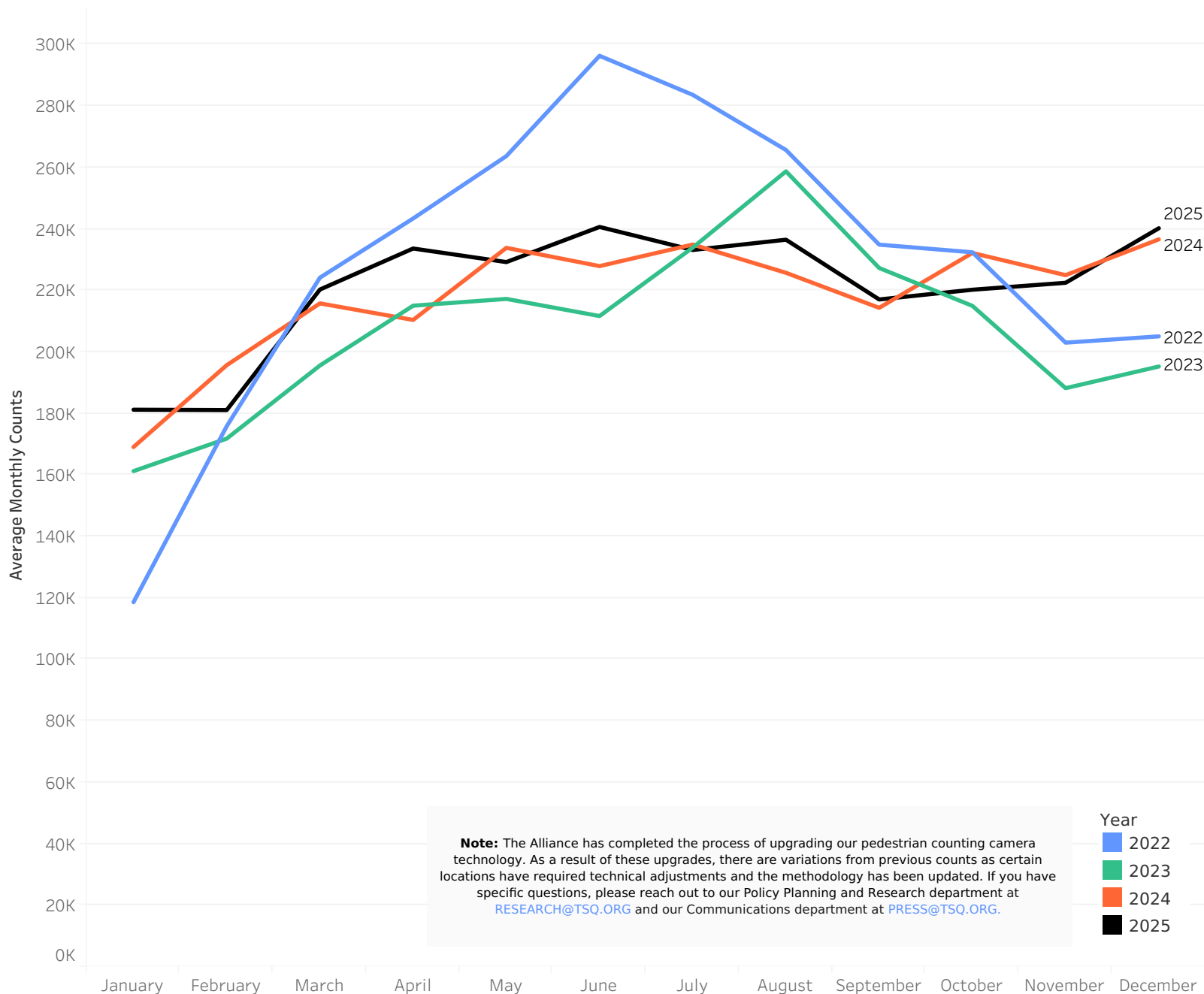



240,231
December 2025
Average Daily
Pedestrians

% 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

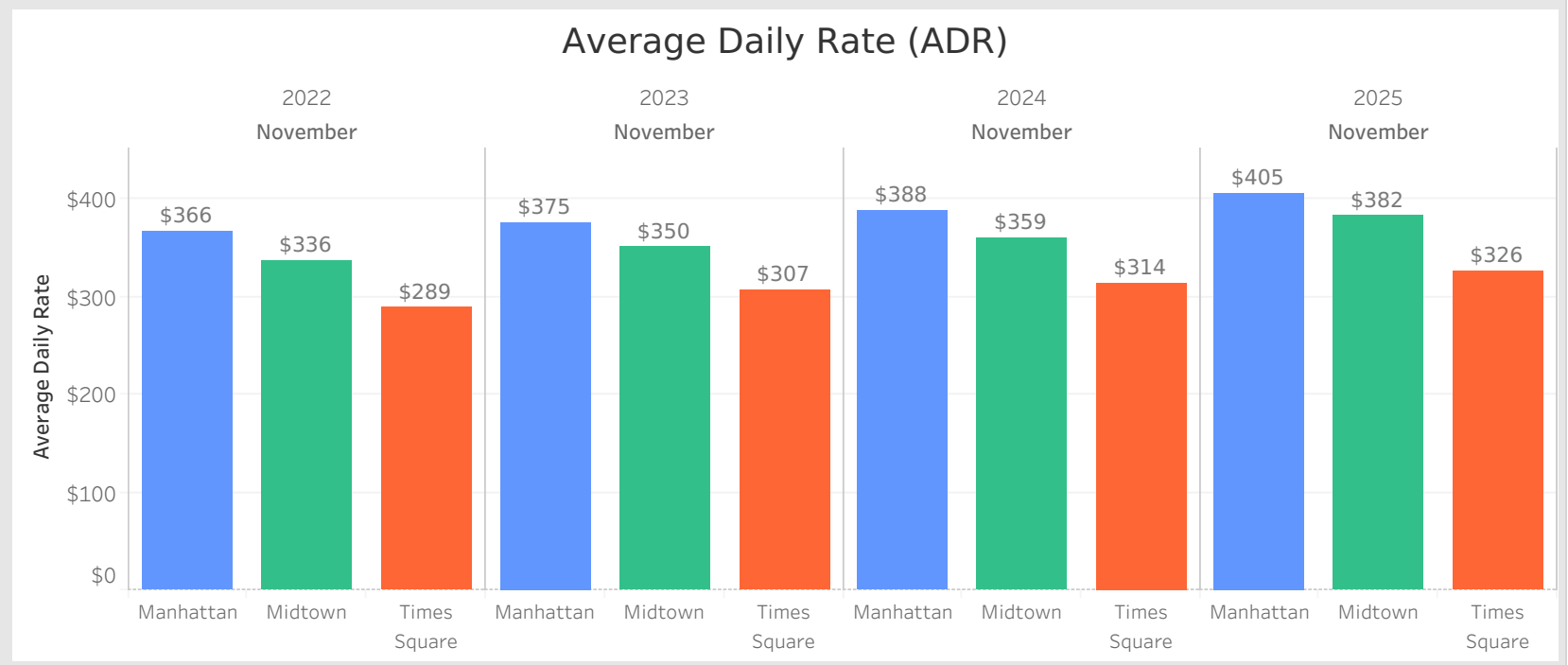
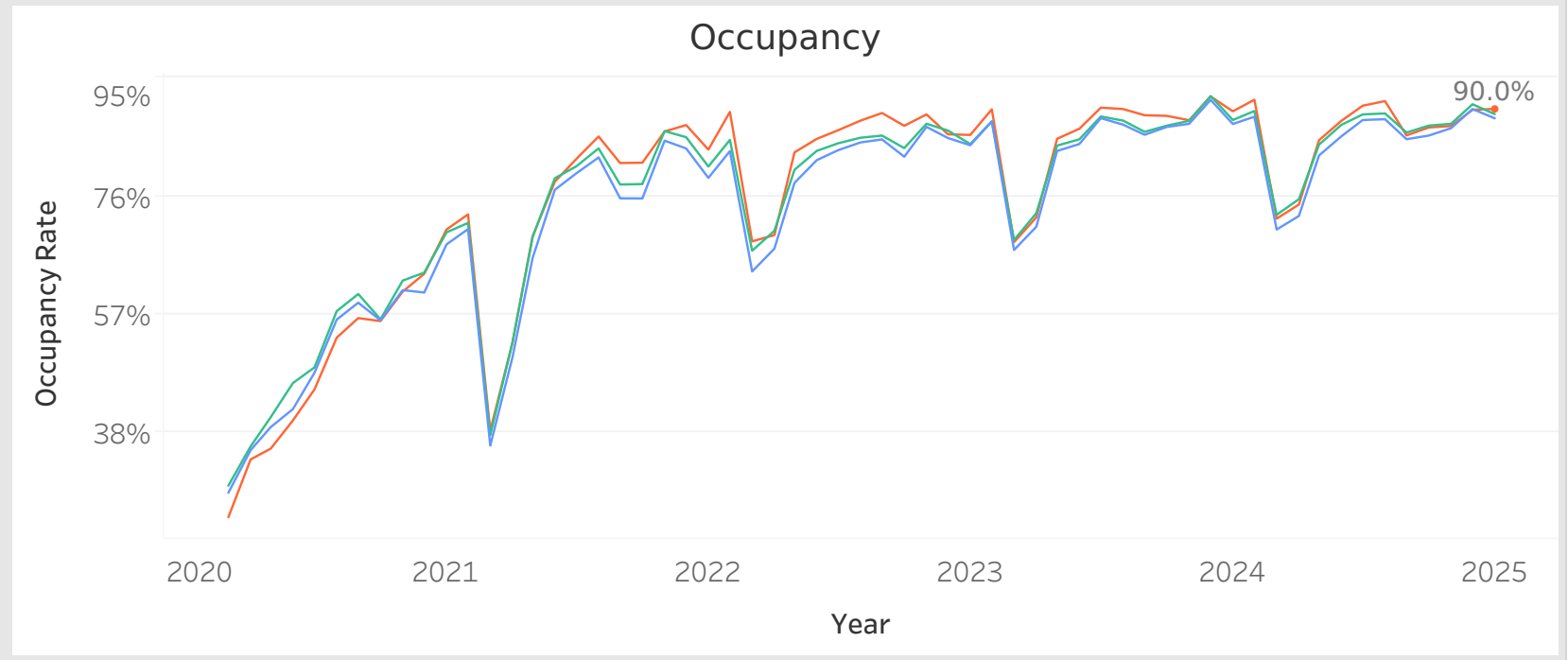
▲ 0%

\$325.53

November 2025 Average Daily Rate

ADR % Change from 2024

▲ 4%



>

Economic Indicators Broadway


Pedestrians

Hotels

Broadway

CRE

Retail



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

Week Ending

20242025

Total Gross

\$60M

\$50M

\$40M

\$30M

\$20M

\$10M

\$0M

12/6/2024

12/13/2024

12/20/2024

12/27/2024

12/5/2025

12/12/2025

12/19/2025

12/26/2025

Week Of

Week Of

| Week Ending | 2024 | 2025 |
|-------------|-------|-------|
| 12/6/2024 | \$42M | |
| 12/13/2024 | \$44M | |
| 12/20/2024 | \$44M | |
| 12/27/2024 | \$56M | |
| 12/5/2025 | | \$43M |
| 12/12/2025 | | \$44M |
| 12/19/2025 | | \$47M |
| 12/26/2025 | | \$54M |

Weekly Broadway Attendance

Week Ending

20242025

Attendance

340K

320K

300K

280K

260K

Dec 2

Dec 9

Dec 16

Dec 23

Dec 1

Dec 8


Dec 15

Dec 22

Week of Week Ending

Week of Week Ending

| Week Ending | 2024 | 2025 |
|-------------|------|------|
| Dec 2 | 310K | |
| Dec 9 | 315K | |
| Dec 16 | 303K | |
| Dec 23 | 306K | |
| Dec 1 | | 292K |
| Dec 8 | | 301K |
| Dec 15 | | 318K |
| Dec 22 | | 305K |



Year

2023

2024

2025

81.7%

December 2025

Occupancy Rate

Monthly Occupancy %

Change from 2024

▲

5%

\$53.92

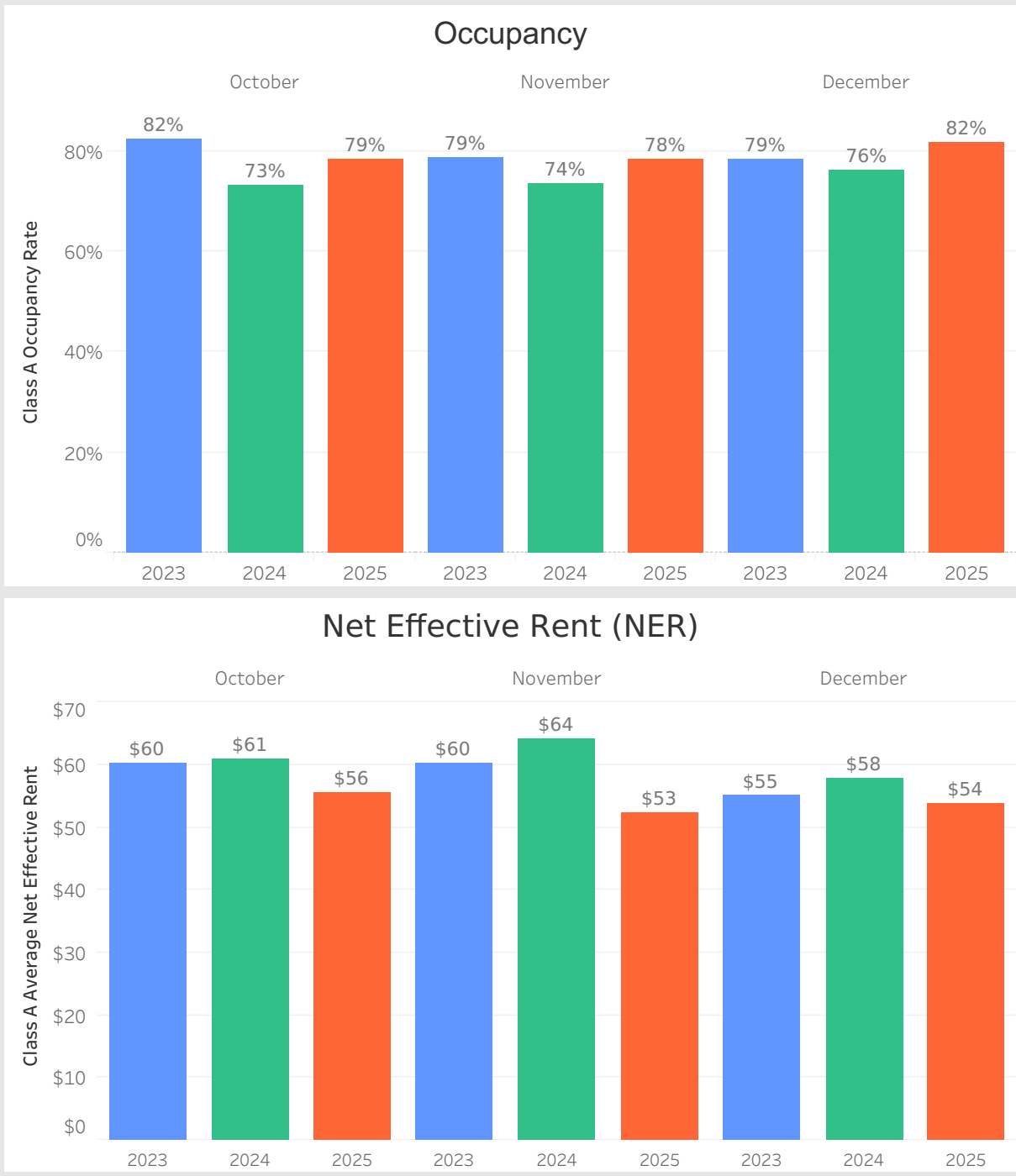
Net Effective Rent

NER % Change from

2024

▼

-7%





Type

- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

9
Coming Soon

4
Open This Month

Openings and Coming Soon

