



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report

January 2026

NOVEMBER ACTIVITY UNLESS OTHERWISE INDICATED



KEY INDICATORS



180,813
January 2026 Average Daily
Pedestrians



89%
Storefront Businesses are Open



149,086 SF
Total Signed SF

| |
|---------------------------|
| 66,644 SF Direct |
| 82,442 SF Sublease |



91.9%
December 2025 Hotel Occupancy





Economic Indicators **Pedestrian Counts**

Pedestrians

Hotels

Broadway

CRE

Retail

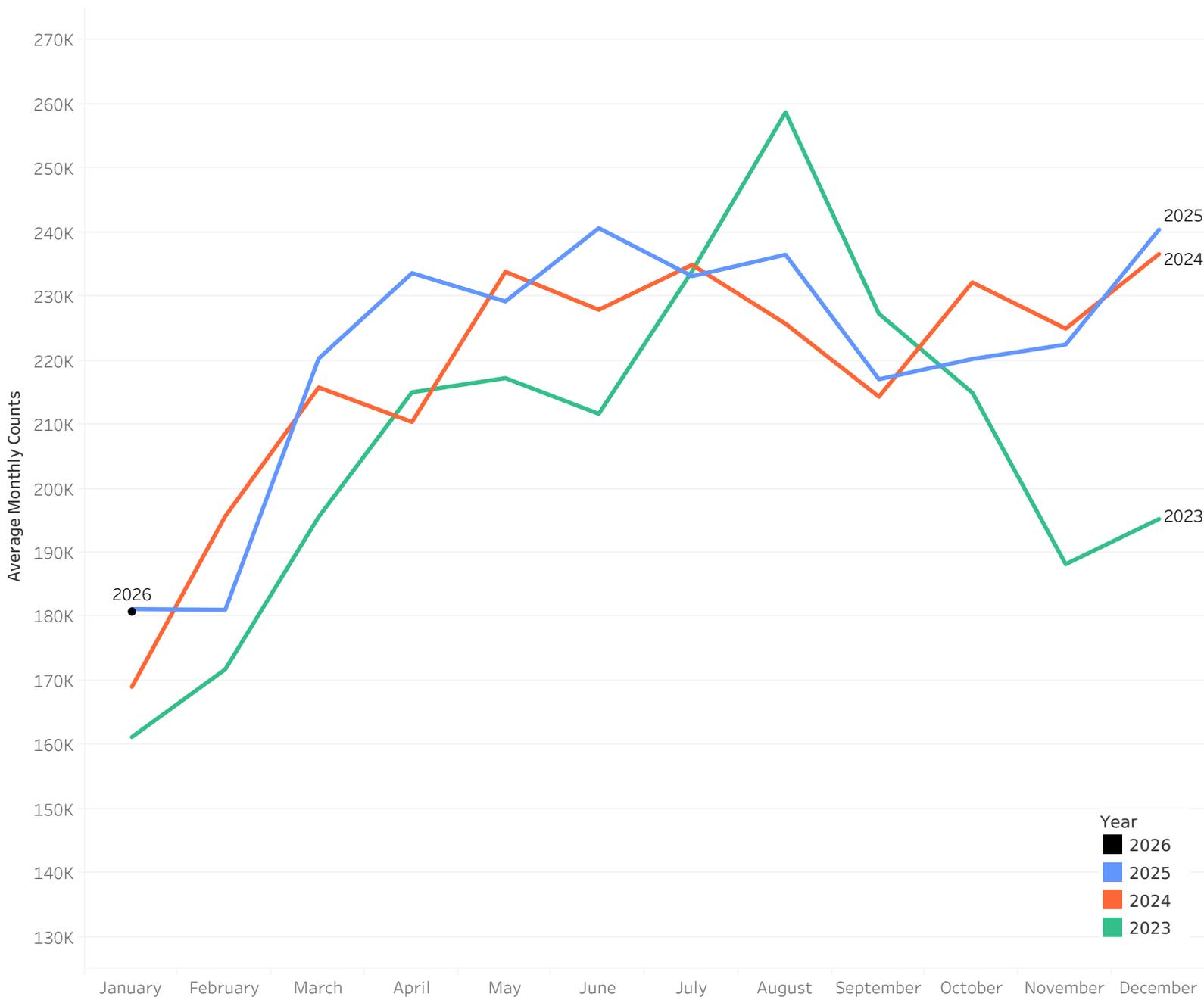


180,813
January 2026
Average Daily
Pedestrians

% Change from 2025
▲ **0%**

% Change from 2024
▲ **7%**

Average Daily Pedestrian Counts (Per Month)



Year

- 2026
- 2025
- 2024
- 2023



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

- Reporting Area
- Manhattan
 - Midtown
 - Times Square

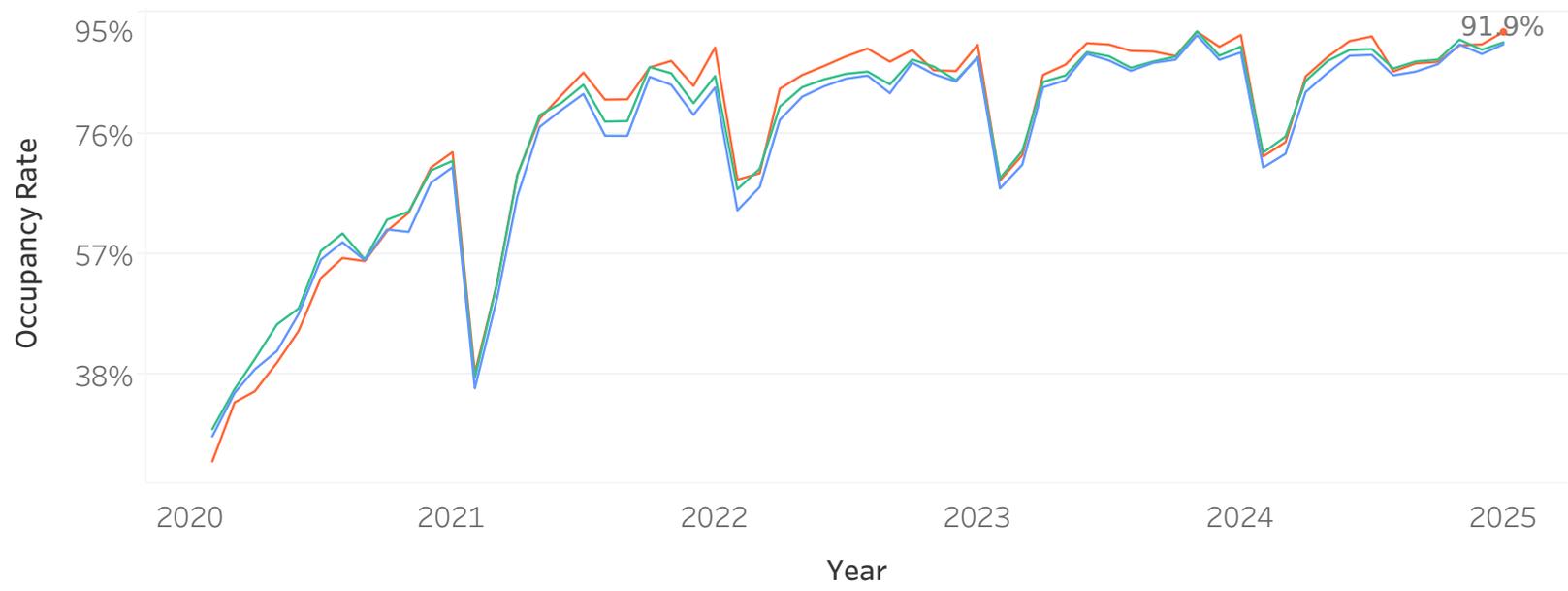
91.9%
December 2025
Occupancy Rate

Occupancy % Change
from 2024
▲ **0%**

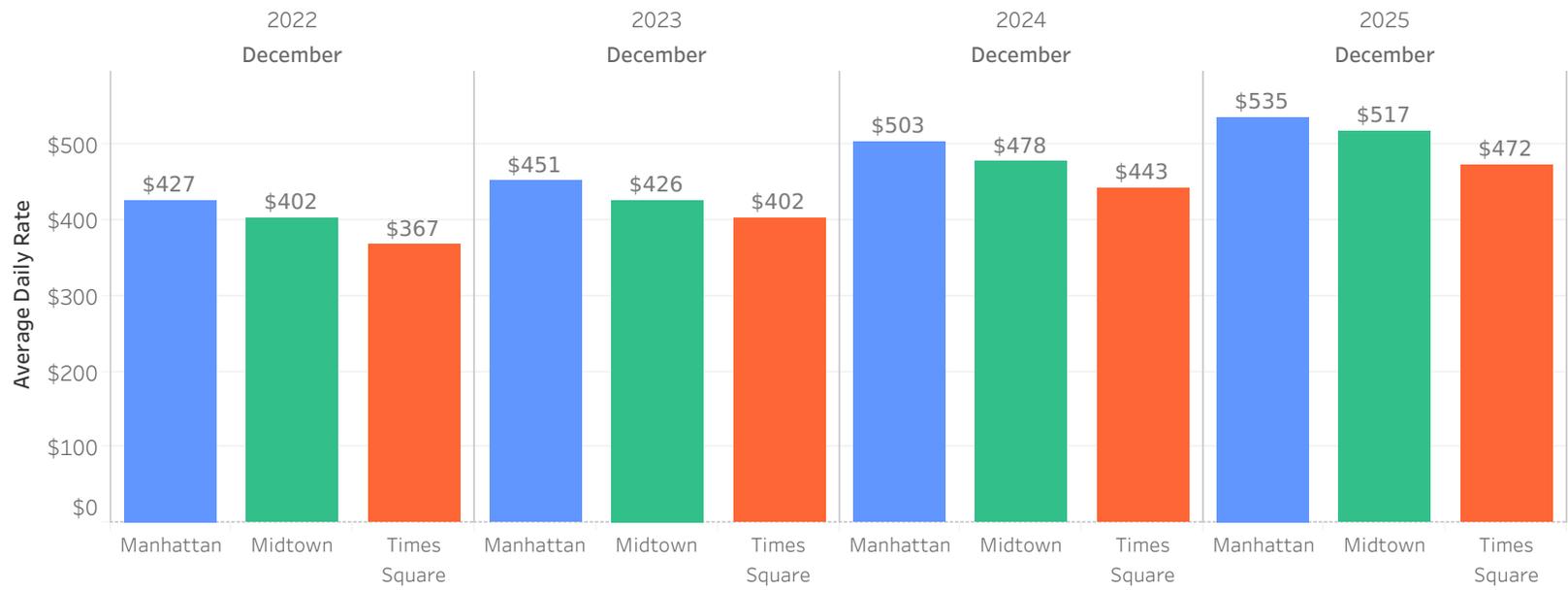
\$471.86
December 2025
Average Daily Rate

ADR % Change from
2024
▲ **7%**

Occupancy



Average Daily Rate (ADR)

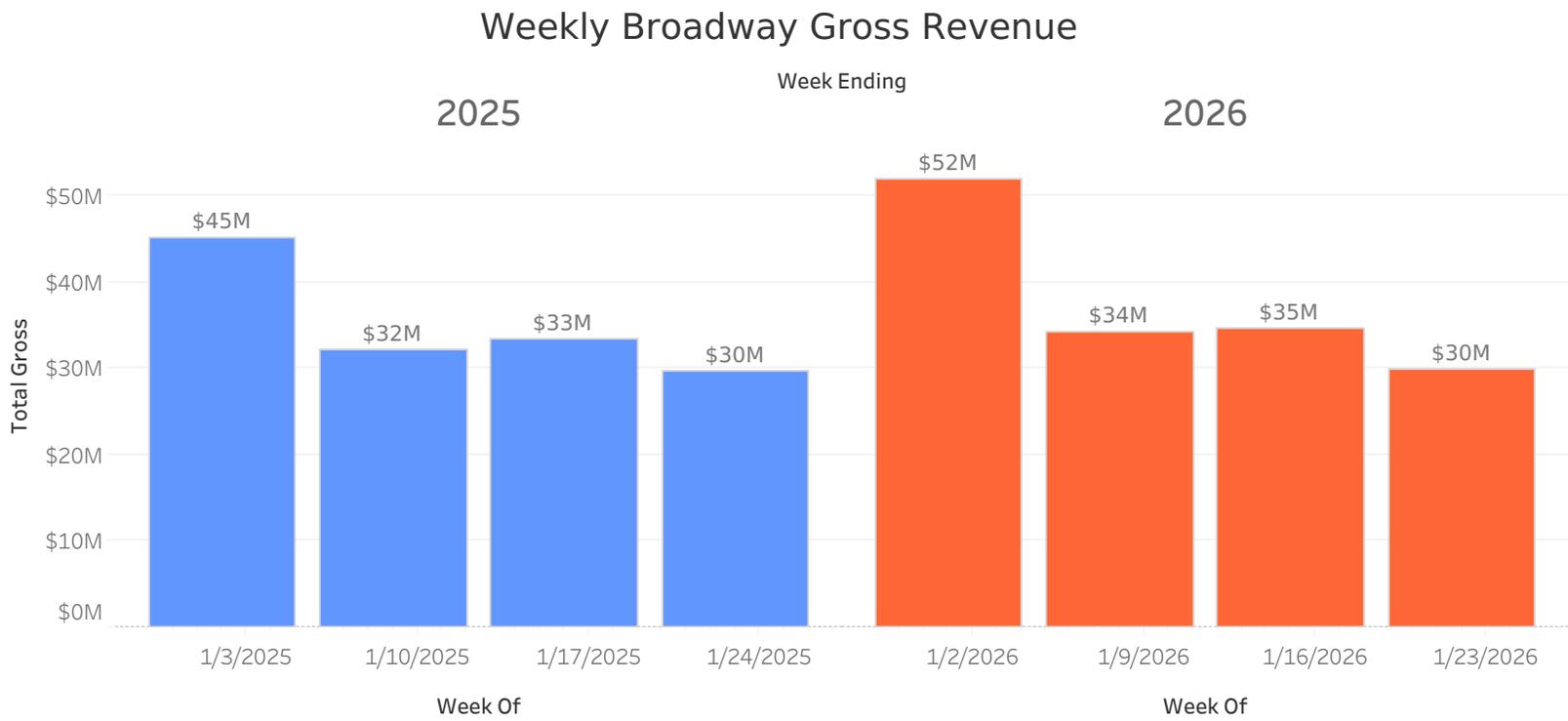




Year
■ 2025
■ 2026

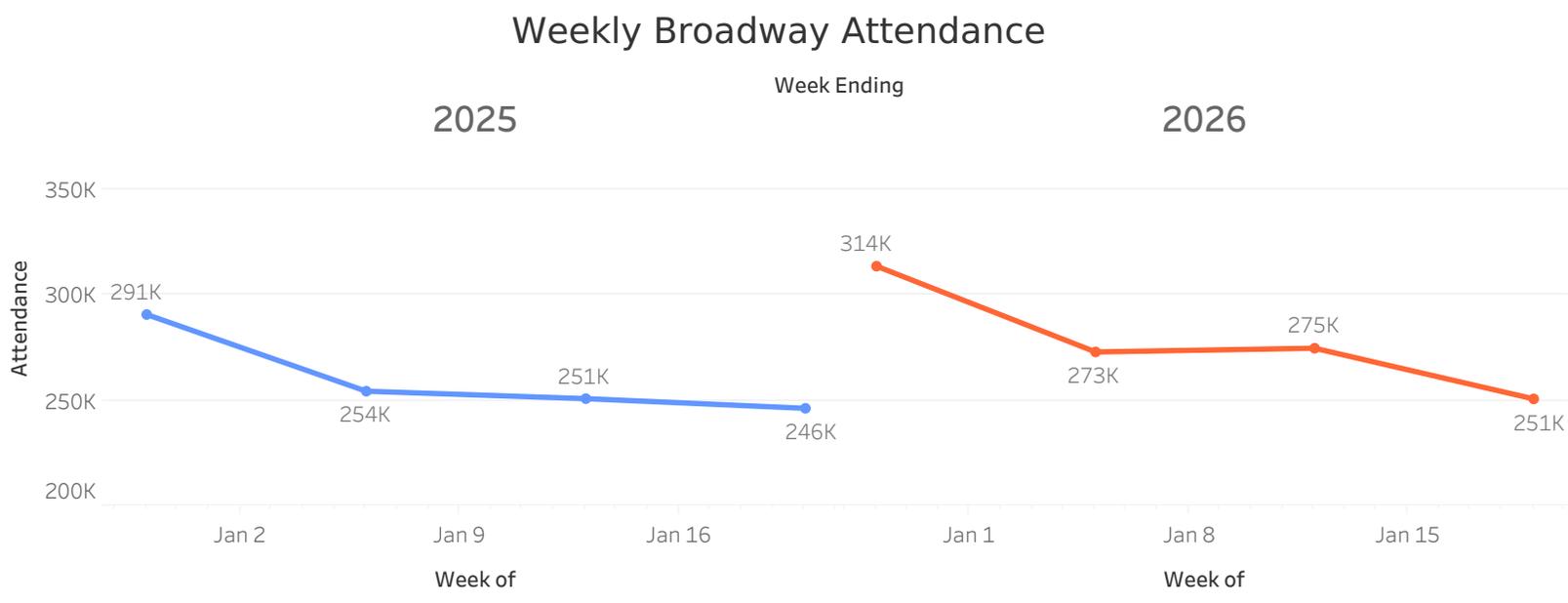
\$37.8 Million
 January 2026 Sales
 (weekly average)

Monthly Sales % Change
 from 2025
▲ **8%**



277,942
 January 2026
 Attendance (weekly
 average)

Attendance % Change
 from 2025
▲ **7%**





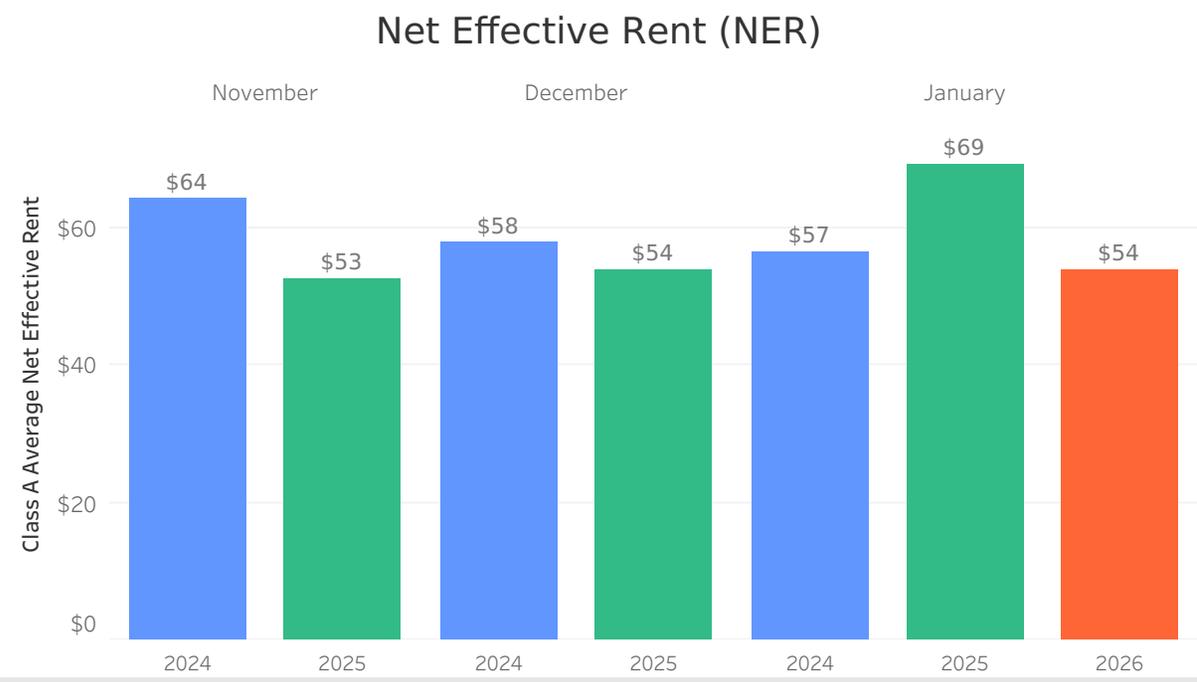
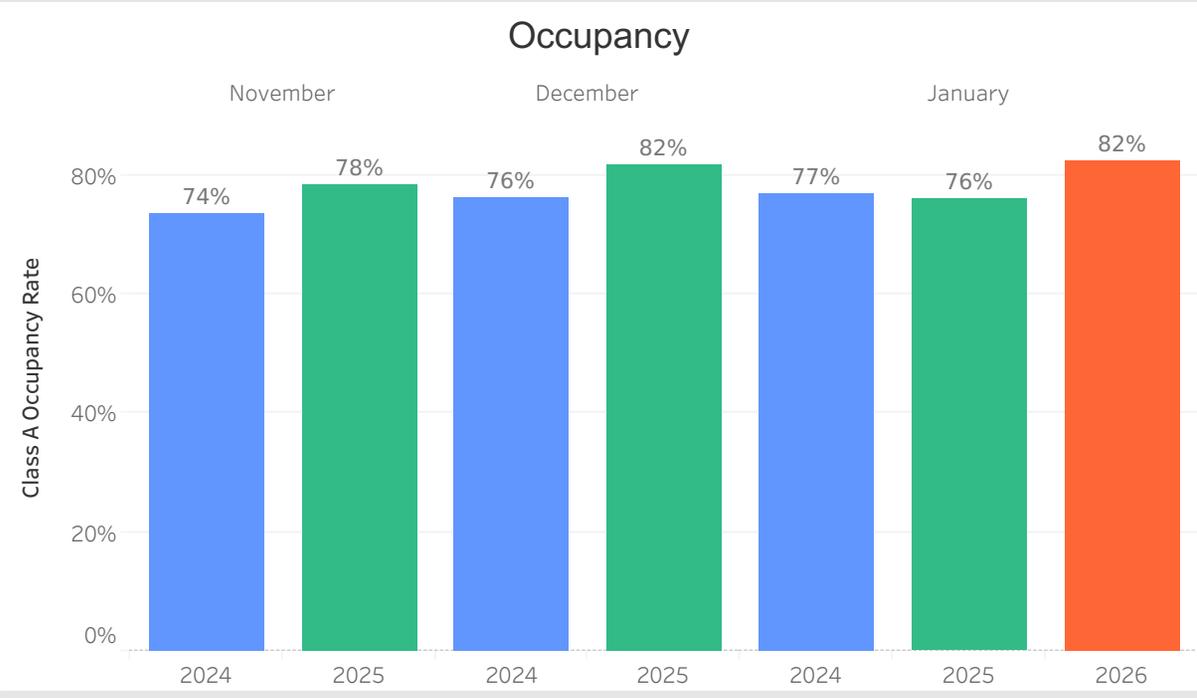
Year
 ■ 2024
 ■ 2025
 ■ 2026

82.2%
 January 2026
 Occupancy Rate

Monthly Occupancy %
 Change from 2025
 ▲ **6%**

\$54.03
 Net Effective Rent

NER % Change from
 2025
 ▼ **-22%**





Type

- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

10
Coming Soon

1
Open This Month

Openings and Coming Soon

