Times Square Alliance

Monthly Economic Indicator Report

February 2026

FEBRUARY ACTIVITY UNLESS OTHERWISE INDICATED

Key Indicators

179,122
February 2026 Average Daily Pedestrians

89%
Storefront Businesses are Open

168,596 SF
Total Signed SF

168,596 SF Direct

0 SF Sublease

75.8%
January 2026 Hotel Occupancy

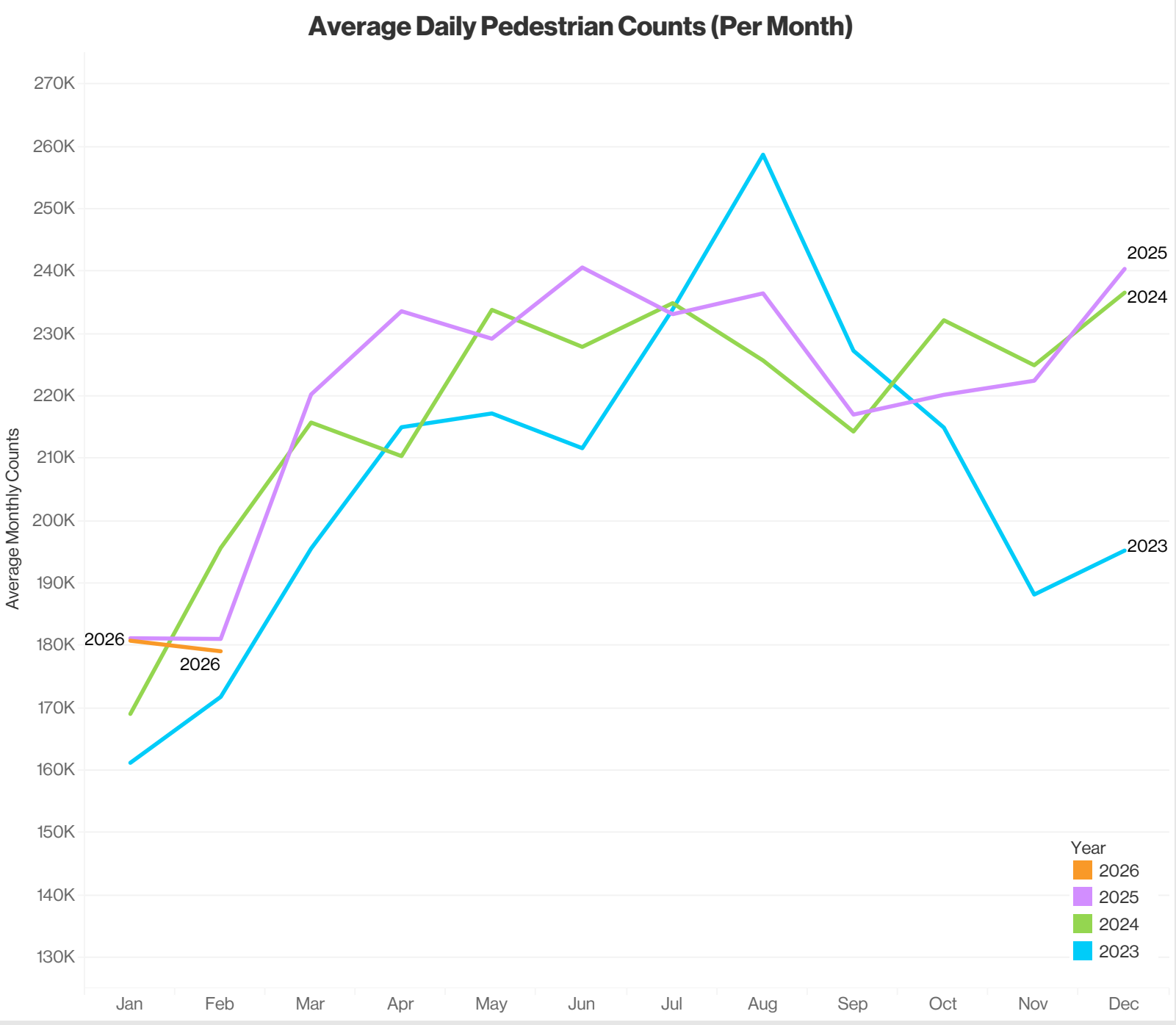
Economic Indicators Pedestrian Counts

Pedestrians | Hotels | Broadway | CRE | Retail

179,122
February 2026 Average Daily Pedestrians

% Change from 2025
▼-1%

% Change from 2024
▼-8%



Economic Indicators Hotels

Hotel data is updated on a **month delay.** This page refers to the month of **January 2026.**

Reporting Area
- Manhattan
- Midtown
- Times Square

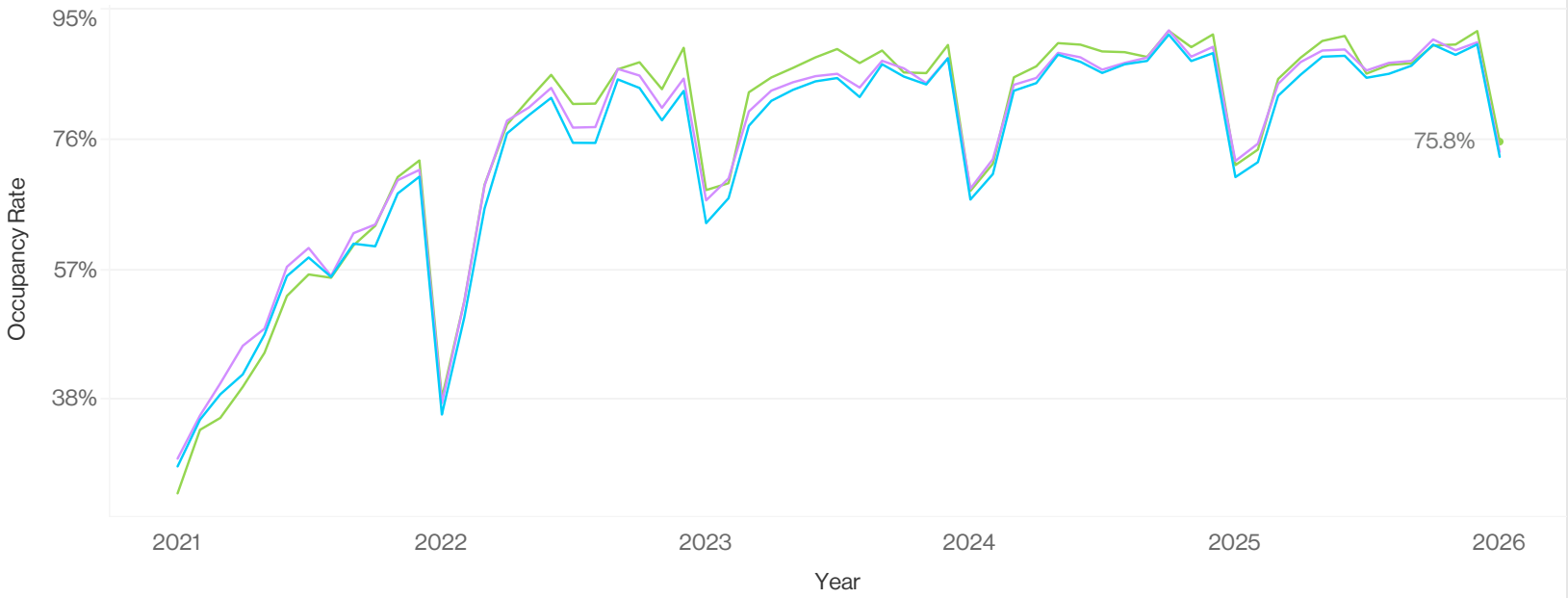
75.8%
January 2026 Occupancy Rate

Occupancy % Change from 2025
▲ 3%

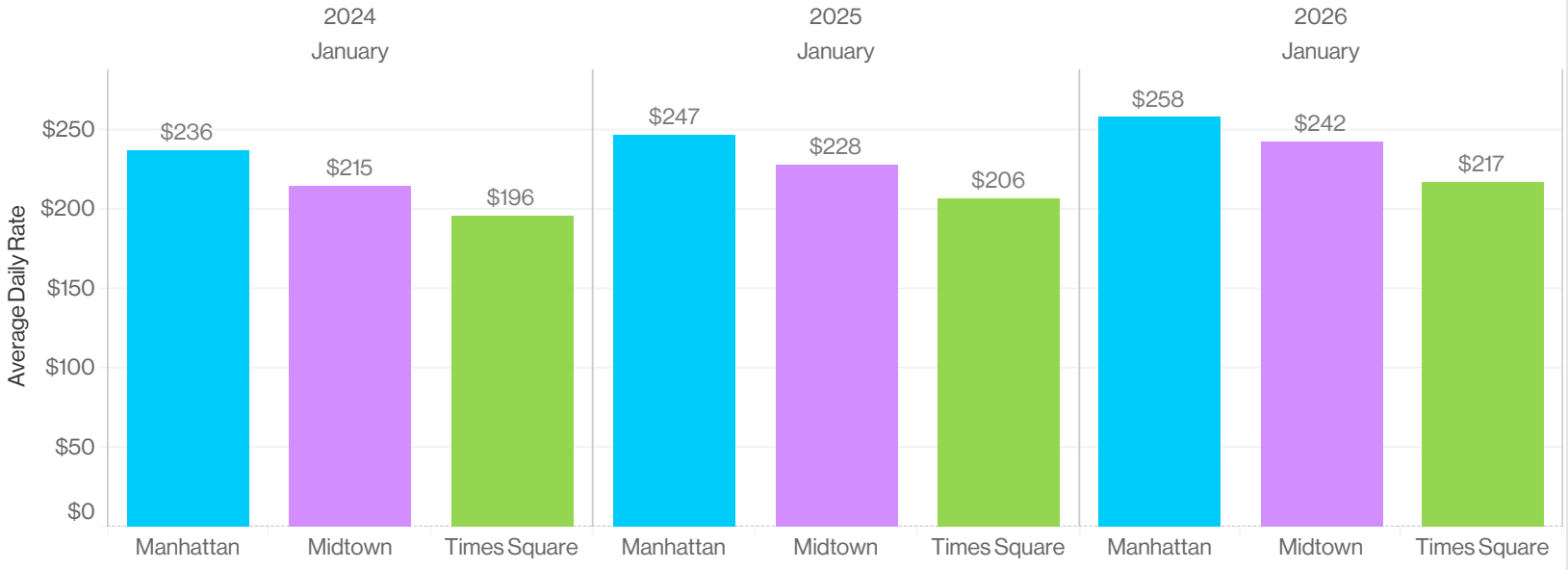
$216.94
January 2026 Average Daily Rate

ADR % Change from 2025
▲ 5%

Occupancy



Average Daily Rate (ADR)



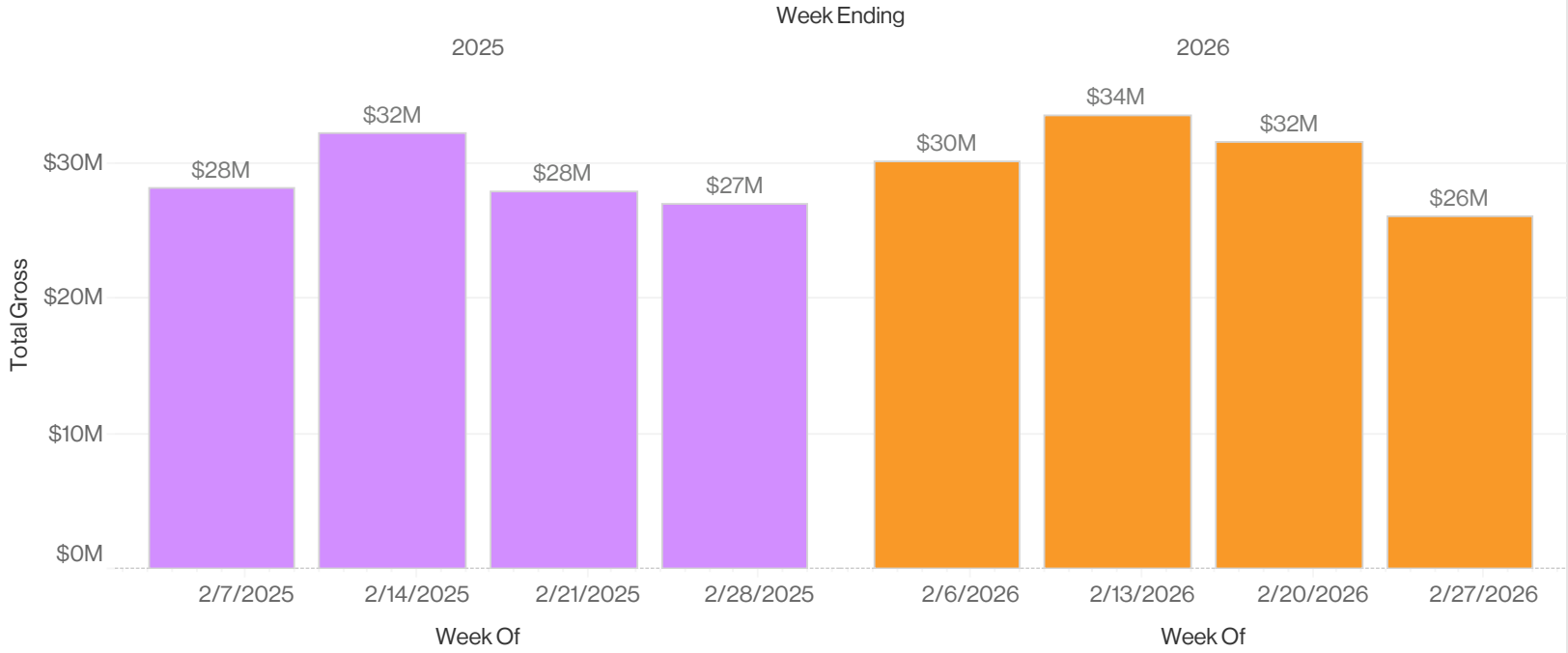
Economic Indicators Broadway

Year
- 2025
- 2026

$31.8 Million
February 2026 Sales (weekly average)

Monthly Sales % Change from 2025
▲ 6%

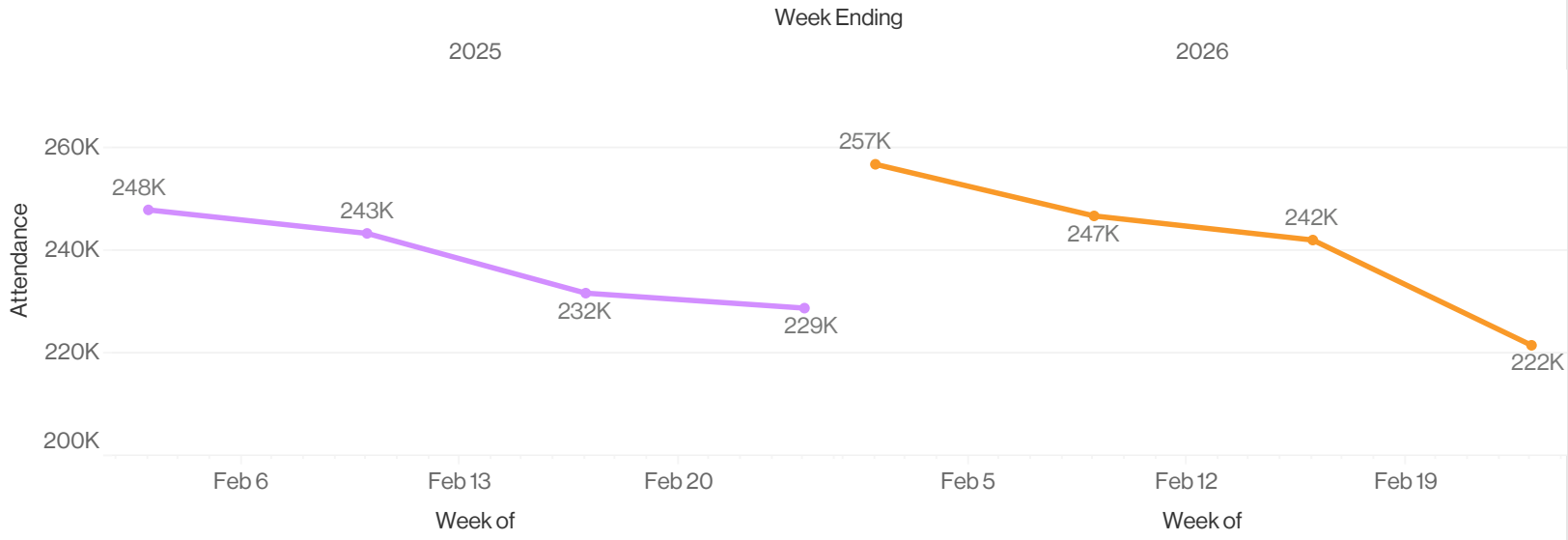
Weekly Broadway Gross Revenue



253,788
February 2026 Attendance (weekly average)

Attendance % Change from 2025
▲ 3%

Weekly Broadway Attendance



Economic Indicators Commercial Real Estate

Year
- 2024
- 2025
- 2026

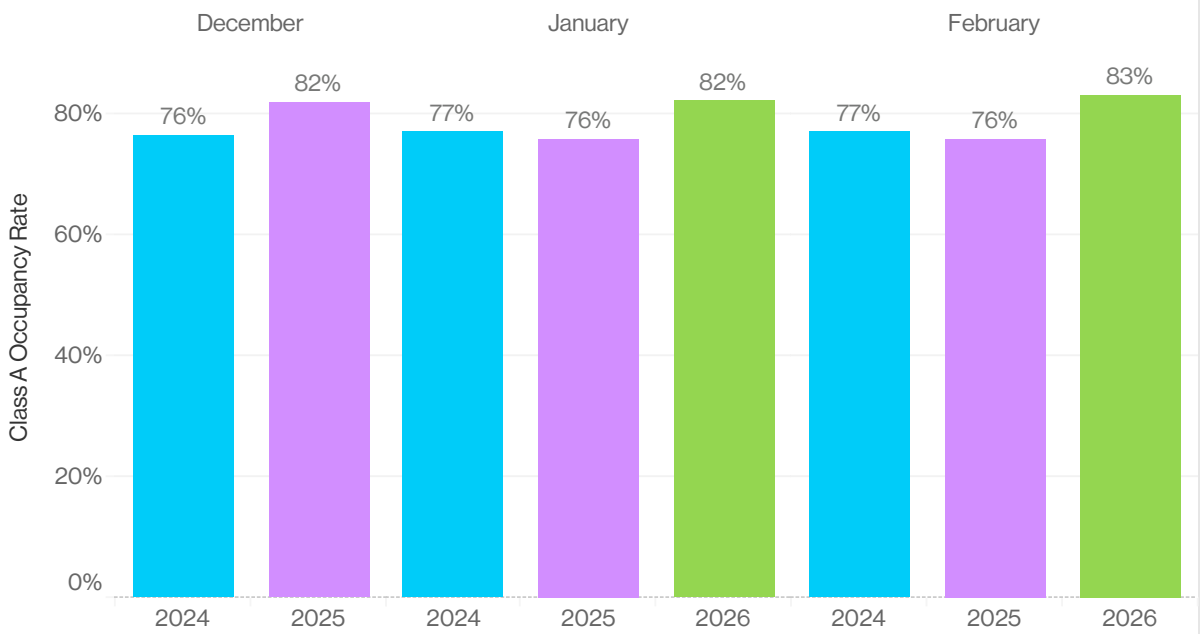
83.1%
February 2026
Occupancy Rate

Monthly Occupancy % Change from 2025
▲ 7%

$65.55
Net Effective Rent

NER % Change from 2025
▼ -6%

Occupancy



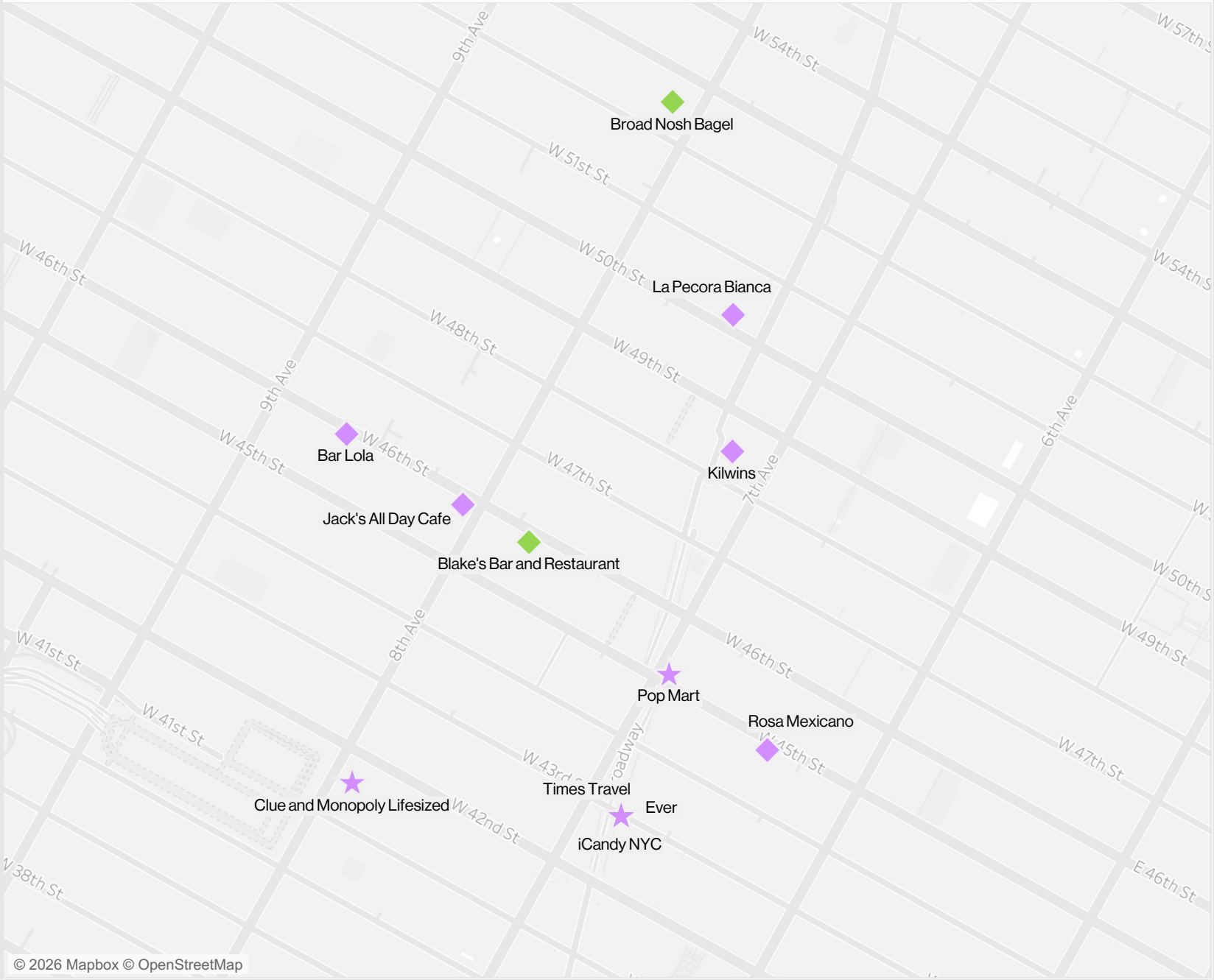
Net Effective Rent (NER)

Economic Indicators Retail Update

Type
- ◆ Food & Beverage
- ★ Retail

Status
- Coming Soon
- Open

9
Coming Soon

3
Open This Month

Openings and Coming Soon