



# Times Square Alliance Monthly Economic Indicator Report

March 2026

\*MARCH ACTIVITY UNLESS OTHERWISE INDICATED\*

## Key Indicators



**207,554**

March 2026 Average Daily Pedestrians



**88%**

Storefront Businesses are Open



**28,779**

Total Signed SF

**28,779** SF Direct

**0** SF Sublease



**78.2%**

February 2026 Hotel Occupancy





# Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail

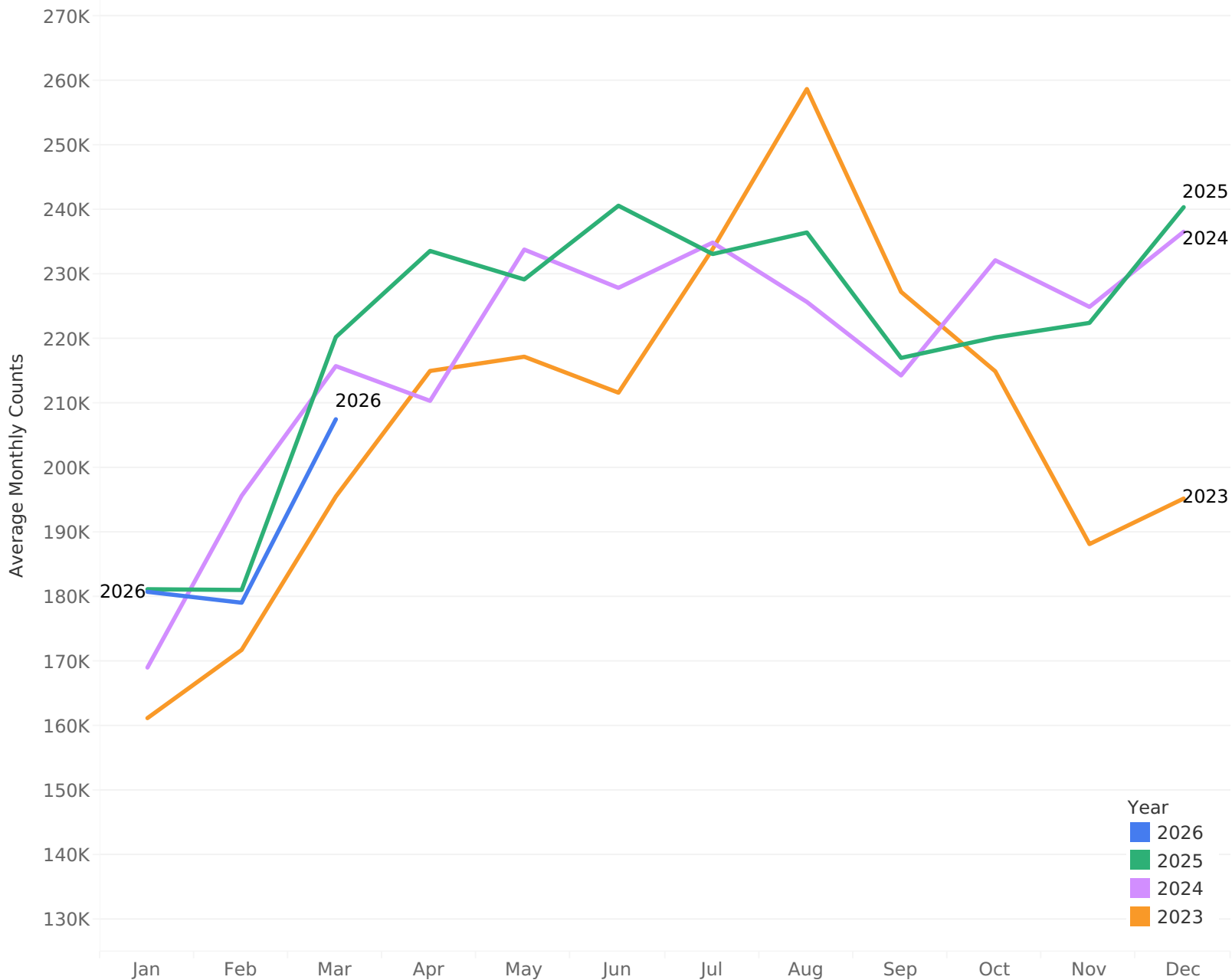


## Average Daily Pedestrian Counts (Per Month)

**207,554**  
March 2026 Average  
Daily Pedestrians

% Change from 2025  
▼-6%

% Change from 2024  
▼-4%



Year

- 2026
- 2025
- 2024
- 2023



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

- Reporting Area
- Manhattan
  - Midtown
  - Times Square

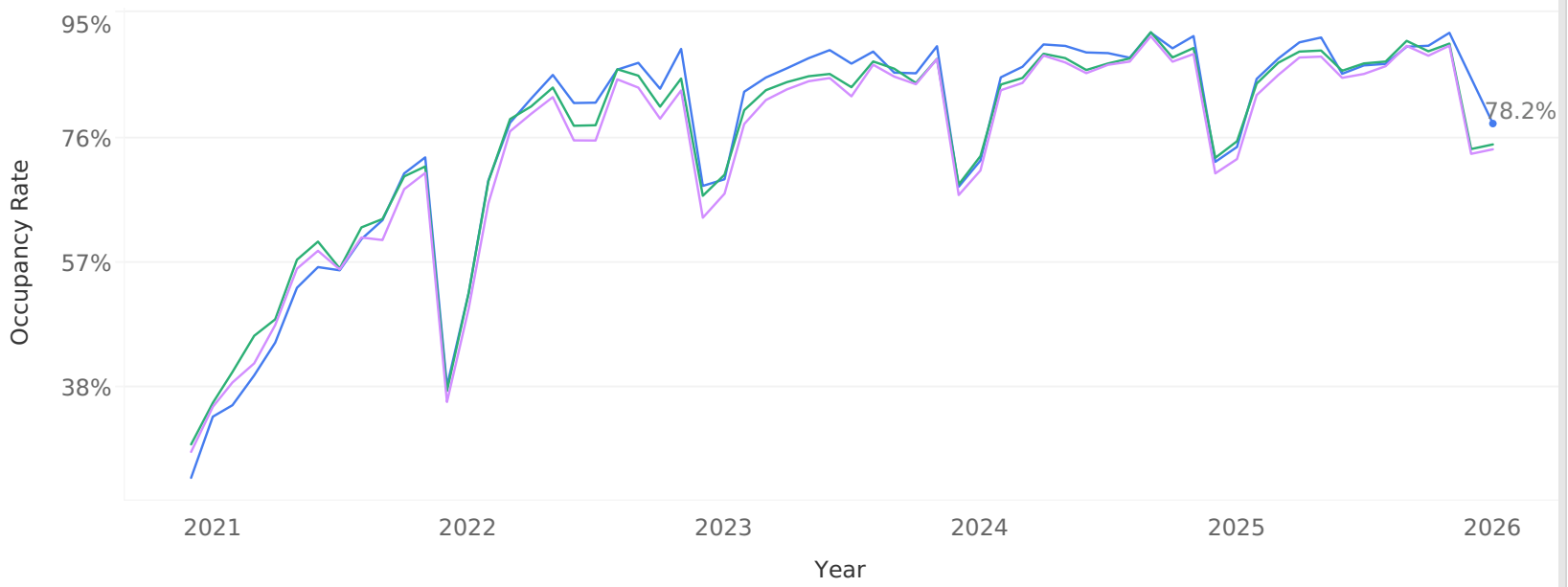
**78.2%**  
February 2026  
Occupancy Rate

Occupancy % Change  
from 2025  
▲ 4%

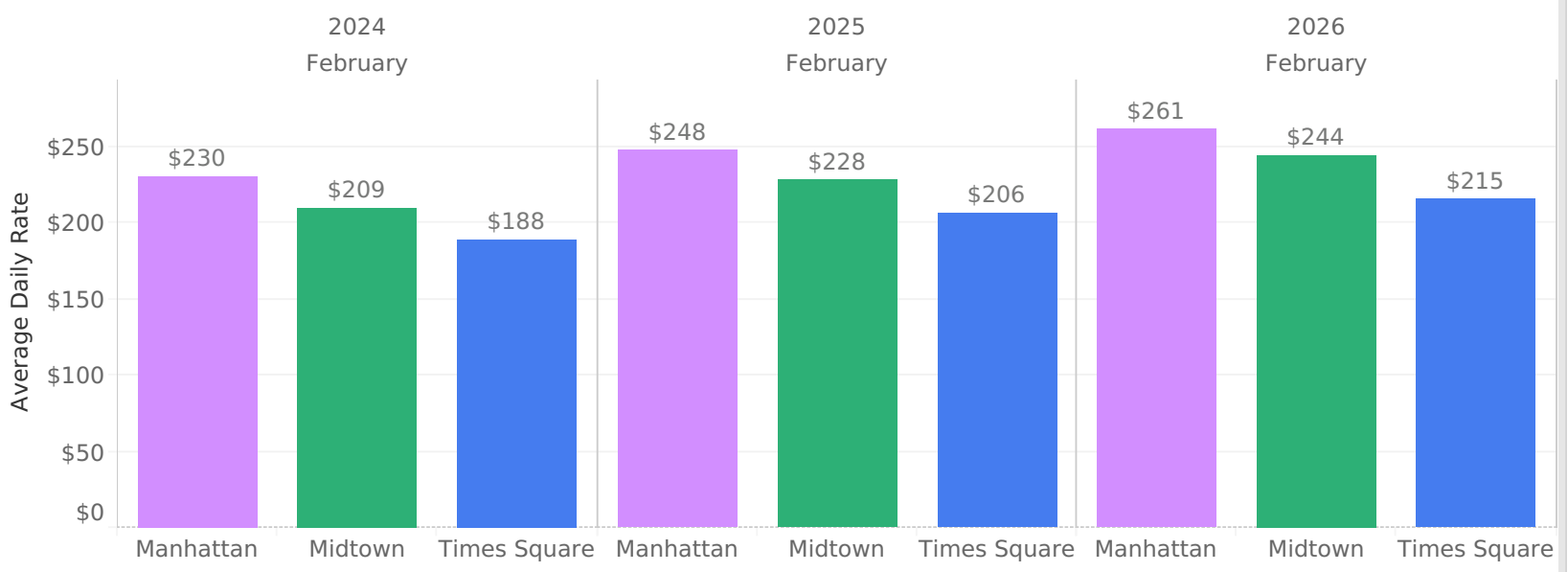
**\$215.06**  
February 2026  
Average Daily Rate

ADR % Change from  
2025  
▲ 4%

**Occupancy**



**Average Daily Rate (ADR)**

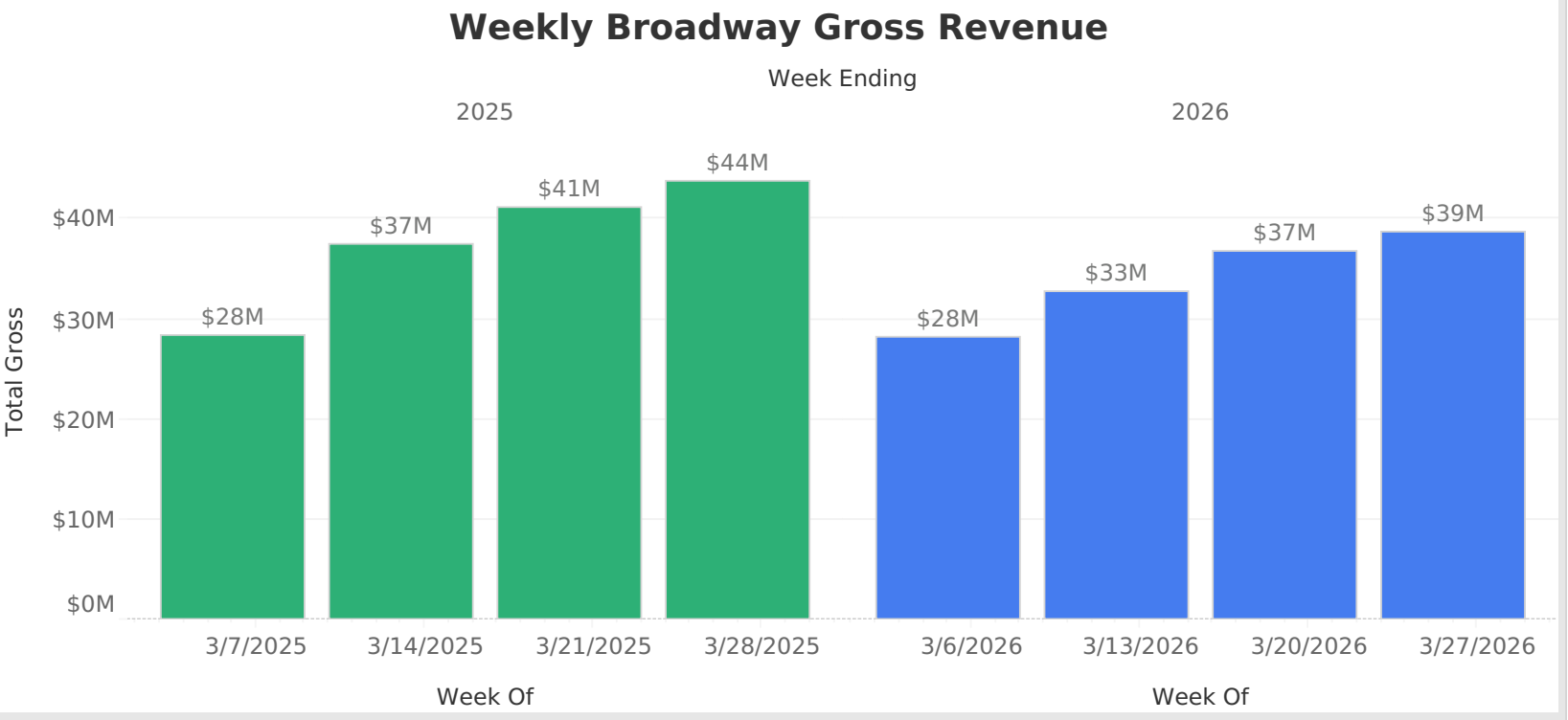




Year  
■ 2025  
■ 2026

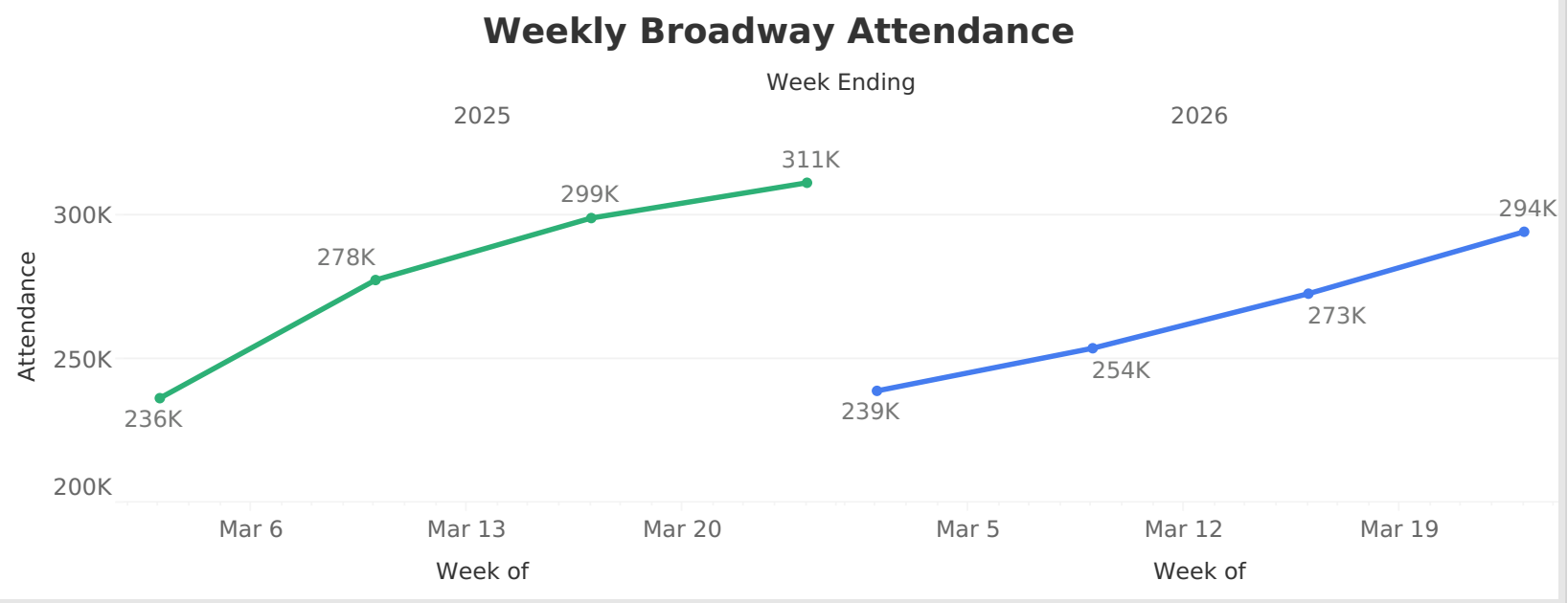
**\$32.5 Million**  
 March 2026 Sales  
 (weekly average)

Monthly Sales %  
 Change from 2025  
▼ -9%



**256,306**  
 March 2026  
 Attendance (weekly  
 average)

Attendance % Change  
 from 2025  
▼ -5%





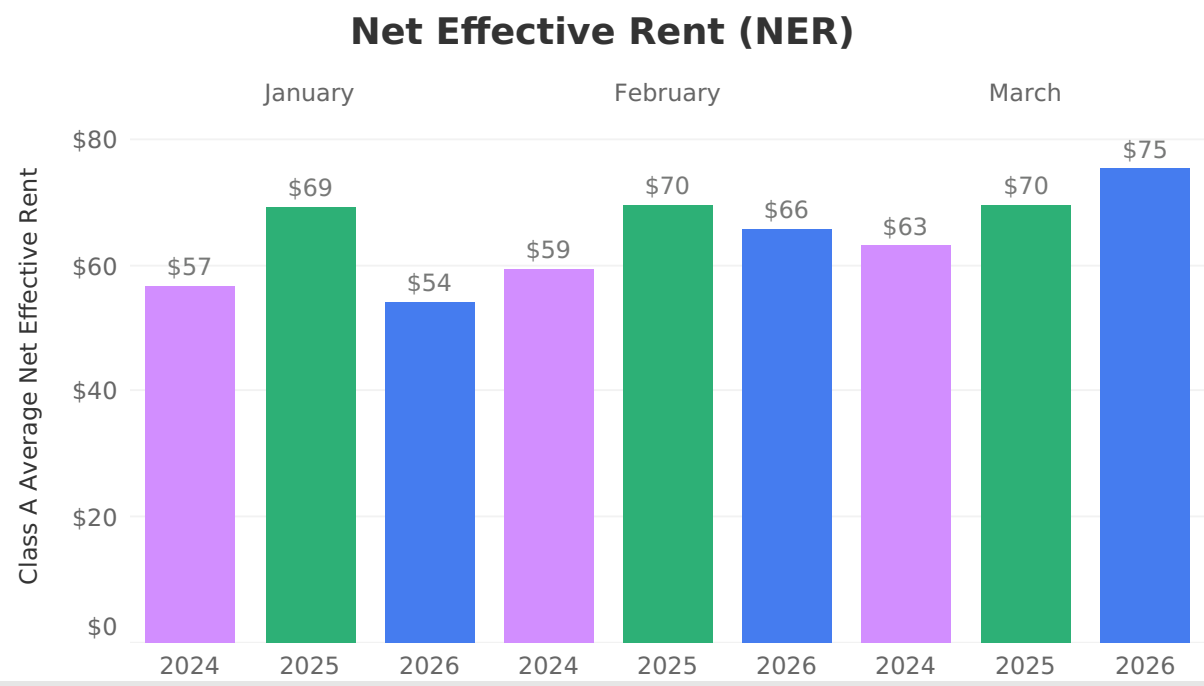
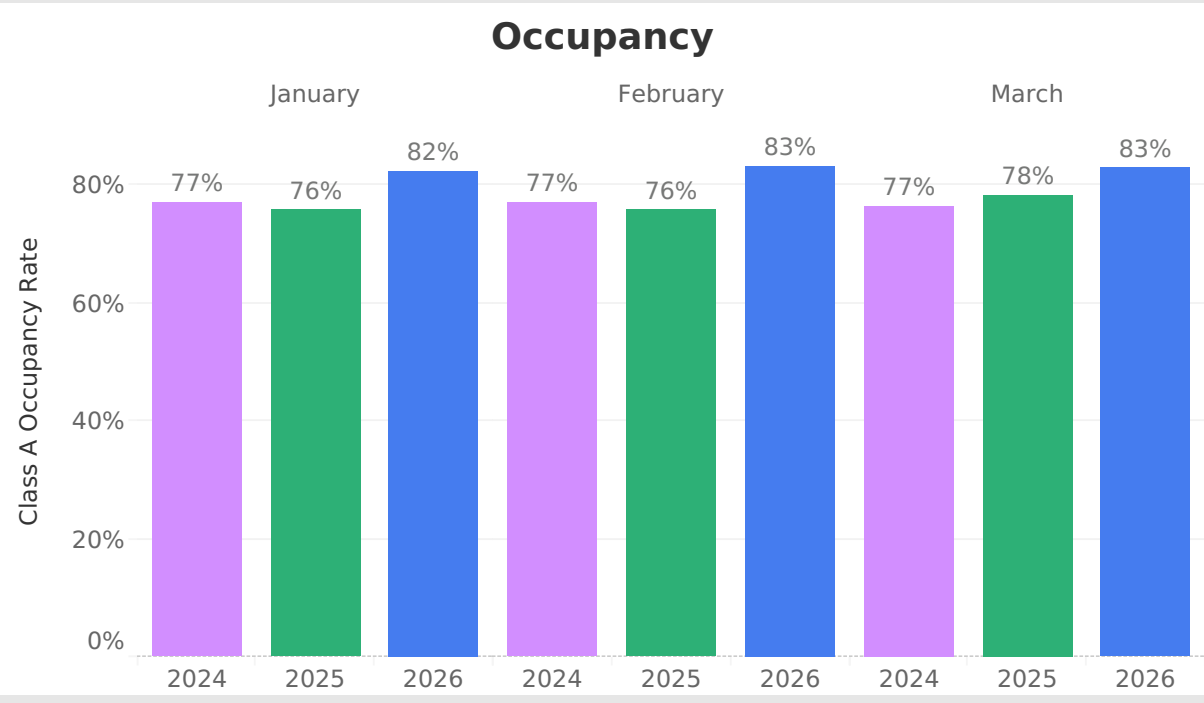
Year  
 2024  
 2025  
 2026

**82.9%**  
 March 2026  
 Occupancy Rate

Monthly Occupancy  
 % Change from  
 2025  
 ▲ 4%

**\$75.30**  
 Net Effective Rent

NER % Change from  
 2025  
 ▲ 8%





### Openings and Coming Soon

Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

**11**  
Coming Soon

**3**  
Open This Month

