

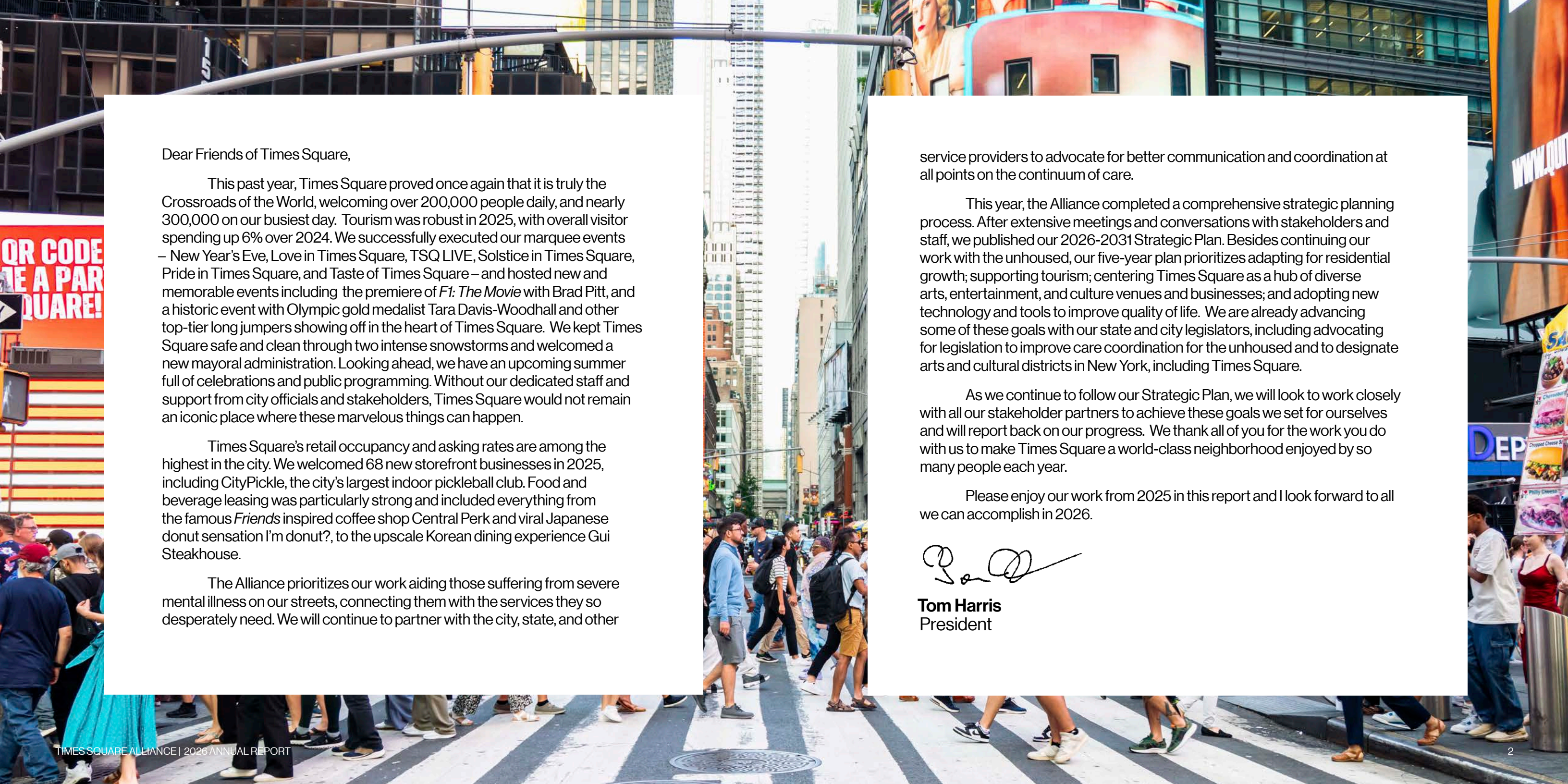
Times Square Alliance



Times
Square
Alliance

2026 Annual Report





Dear Friends of Times Square,

This past year, Times Square proved once again that it is truly the Crossroads of the World, welcoming over 200,000 people daily, and nearly 300,000 on our busiest day. Tourism was robust in 2025, with overall visitor spending up 6% over 2024. We successfully executed our marquee events – New Year’s Eve, Love in Times Square, TSQ LIVE, Solstice in Times Square, Pride in Times Square, and Taste of Times Square – and hosted new and memorable events including the premiere of *F1: The Movie* with Brad Pitt, and a historic event with Olympic gold medalist Tara Davis-Woodhall and other top-tier long jumpers showing off in the heart of Times Square. We kept Times Square safe and clean through two intense snowstorms and welcomed a new mayoral administration. Looking ahead, we have an upcoming summer full of celebrations and public programming. Without our dedicated staff and support from city officials and stakeholders, Times Square would not remain an iconic place where these marvelous things can happen.

Times Square’s retail occupancy and asking rates are among the highest in the city. We welcomed 68 new storefront businesses in 2025, including CityPickle, the city’s largest indoor pickleball club. Food and beverage leasing was particularly strong and included everything from the famous *Friends* inspired coffee shop Central Perk and viral Japanese donut sensation I’m donut?, to the upscale Korean dining experience Gui Steakhouse.

The Alliance prioritizes our work aiding those suffering from severe mental illness on our streets, connecting them with the services they so desperately need. We will continue to partner with the city, state, and other

service providers to advocate for better communication and coordination at all points on the continuum of care.

This year, the Alliance completed a comprehensive strategic planning process. After extensive meetings and conversations with stakeholders and staff, we published our 2026-2031 Strategic Plan. Besides continuing our work with the unhoused, our five-year plan prioritizes adapting for residential growth; supporting tourism; centering Times Square as a hub of diverse arts, entertainment, and culture venues and businesses; and adopting new technology and tools to improve quality of life. We are already advancing some of these goals with our state and city legislators, including advocating for legislation to improve care coordination for the unhoused and to designate arts and cultural districts in New York, including Times Square.

As we continue to follow our Strategic Plan, we will look to work closely with all our stakeholder partners to achieve these goals we set for ourselves and will report back on our progress. We thank all of you for the work you do with us to make Times Square a world-class neighborhood enjoyed by so many people each year.

Please enjoy our work from 2025 in this report and I look forward to all we can accomplish in 2026.

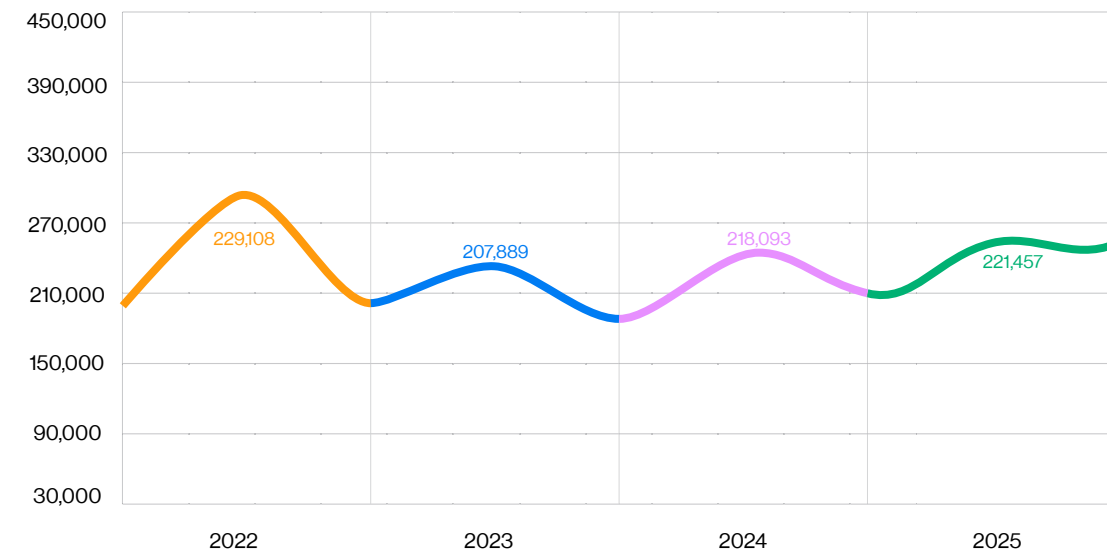


Tom Harris
President



State of Times Square

Average Daily Pedestrian Counts (Per Month)



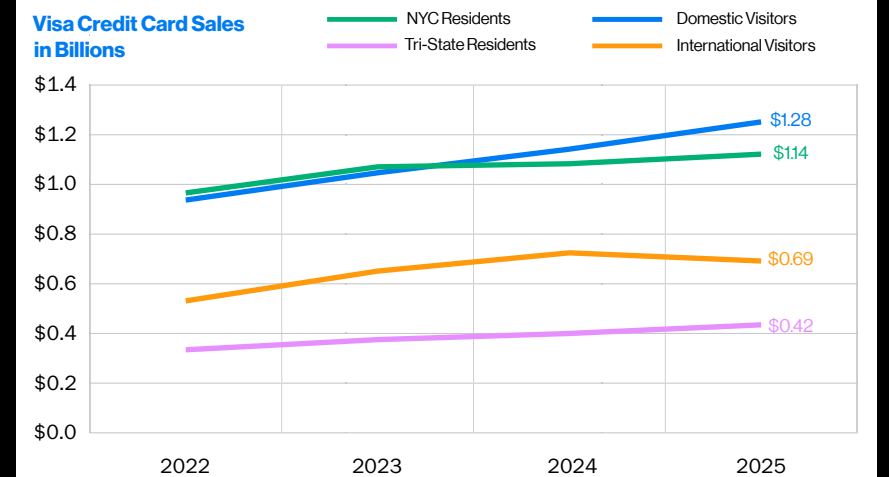
Pedestrian counts averaged **221,457 visitors per day** in 2025, a **1.2% increase from 2024**. June was the strongest month in 2025, with 240,652 daily visitors – 6% more than in June 2024. On December 13th, pedestrian counts reached a **2025 high of 295,227 visitors**.

Source: MRI OnLocation

Retail & Spending

In 2025, Times Square saw 68 business openings. As of the end of 2025, 89% of storefront businesses are open or soon to open. Consumer spending (VISA) grew significantly this year with sales totaling \$3.5 billion, a 5.3% increase from 2024. Q4 had the highest spending – over \$1 billion. Spending surged particularly among domestic visitors and NYC residents, up by 13% and 4%, respectively. For both these groups, their share of total spending increased between 2024 and 2025.

Visa Credit Card Sales in Billions



Source: Visa Destination Insights

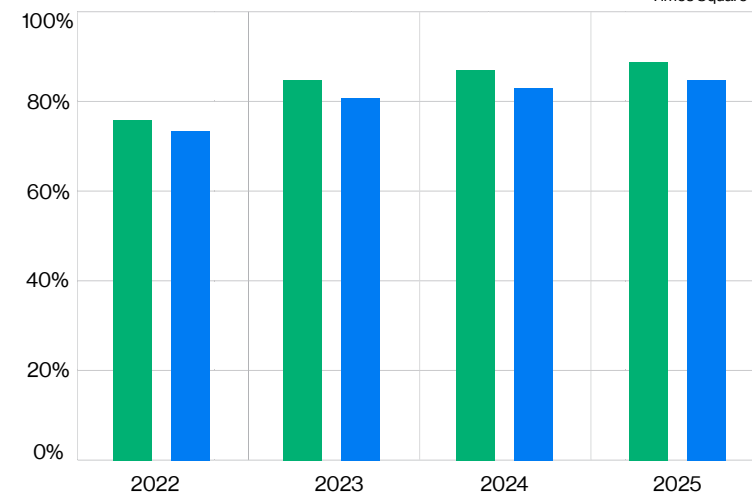


Hotel Rates & Occupancy

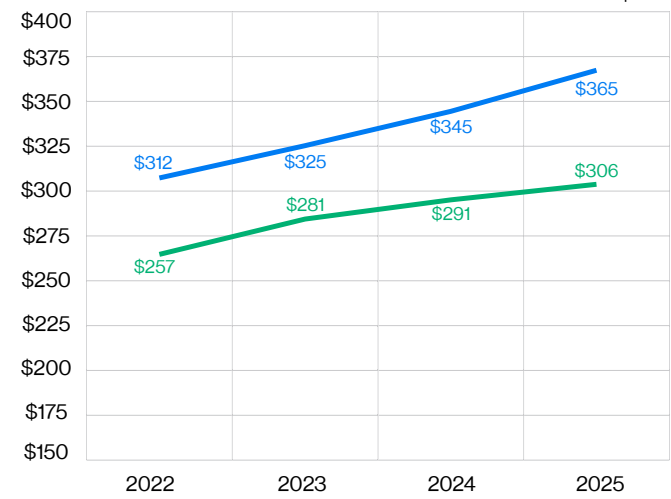
Times Square saw positive trends in the hospitality industry, with increases in both occupancy and average daily rates. In 2025, hotels in Times Square averaged an **86.17% occupancy rate**, surpassing the occupancy rate in Manhattan hotels by 1.6%. Daily rates in Times Square and Manhattan averaged \$306 and \$365, respectively, **up by 5% and 6% from 2024**.

Source: STR

Hotel Occupancy



Average Daily Rates



Broadway Grosses

Broadway thrived in 2025, **grossing \$1.95 billion across all shows** – up 15% from 2024. Attendance was 14.6 million, an **8.6% increase from 2024**. The final week of the year was Broadway's highest grossing week of 2025, with over \$54 million in sales.

Hamilton was the highest grossing show of 2025 with nearly \$129 million in sales across 550,747 viewers. *Wicked* reached the largest audience, bringing 805,068 viewers into the Gershwin Theatre.

Source: The Broadway League

Commercial Real Estate

Class A leasing activity in 2025 totaled **1,247,429 square feet**, across **52 leases signed**. Both the total square footage and number of leases are on par with 2024. The largest lease was signed in December by French financial firm Natixis for over 200,000 square feet at 1633 Broadway. Versant, a new media company, also signed a 165,000 SF lease at 229 West 43rd Street.

Times Square continues to evolve into a multi-modal **live, work, and play neighborhood**. According to an economic impact study we conducted in partnership with HR&A, approximately 3,000 new residential units are expected to be developed within a quarter mile of the Times Square Bowtie in the next decade. This would translate to an increase of almost 5,000 new residents (70%) in the neighborhood compared to 2015.



Our Services: Clean

The Alliance's team of 70 Sanitation Associates work tirelessly to maintain the beauty and vibrancy of Times Square year round. Our Sanitation team is integral to creating a clean and inviting environment for the hundreds of thousands of daily visitors to the neighborhood. Their work includes sweeping and scrubbing sidewalks, collecting garbage, removing graffiti and stickers, setting up for major public events, and so much more.



458

Trash
Receptacles
Maintained



265,053

Bags of
Garbage
Collected



1,266

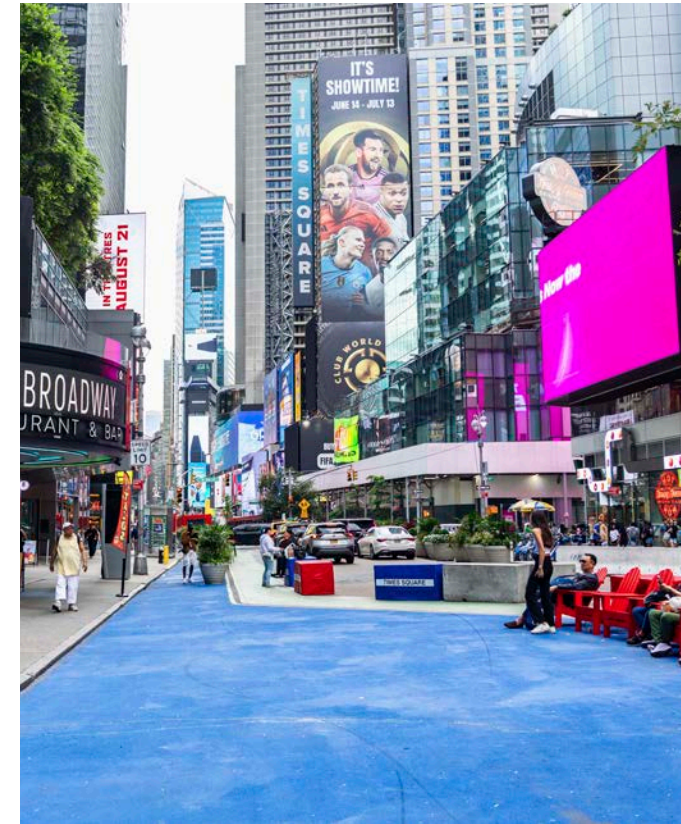
Incidents
of Graffiti
Removed



70

Alliance
Sanitation
Team Members

Calendar Year 2025 Statistics



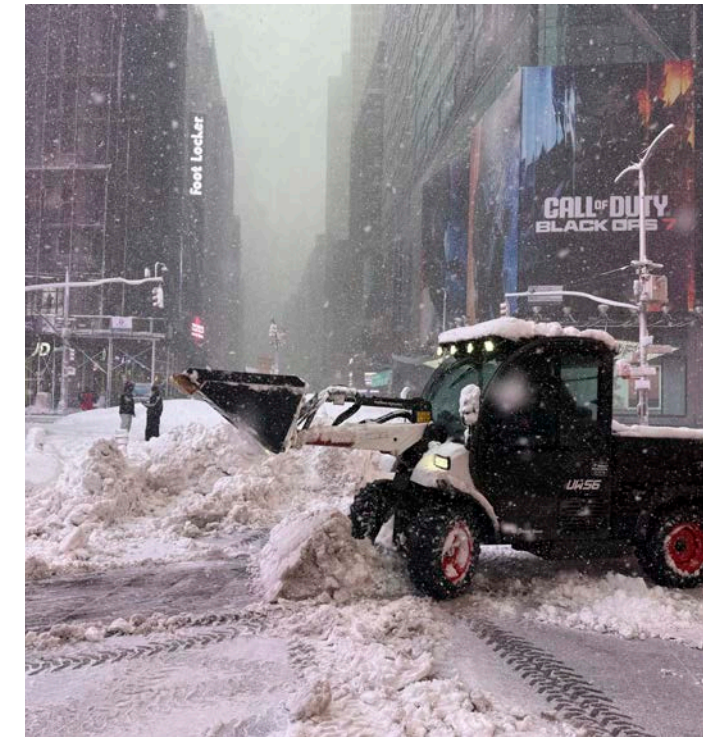
Cooling Pilot

This year, we explored climate mitigation technologies like heat reflective paint, innovative shading, misting tents, and other cooling technologies to help adapt to a warming climate and provide a more comfortable experience for people in Times Square. In July we hosted an event unveiling the cooling paint and misting tent, and handing out free ice cream. Coverage of the event was a testament to its popularity, reaching 250,000 viewers across Times Square's social media accounts.

Snow Removal

New York City experienced record snowfall this year – the heaviest in over a decade – with multiple storms blanketing the city. The Times Square Alliance Sanitation Team rose to the occasion, ready with salt, shovels, and plows to ensure the district's sidewalks, crosswalks, and plazas were clear and safe for pedestrians.

While New Yorkers and visitors took advantage of the snow in Times Square for sledding and other fun activities, our teams continued removing garbage and graffiti, and servicing Big Belly trash receptacles.



Our Services: Safe

The Alliance's Public Safety Officers (PSOs) patrol the district 24 hours a day, 7 days a week. As the eyes and ears of the Alliance, they work with the New York City Police Department (NYPD) to keep Times Square safe, provide information to visitors, and work closely with city partners to maintain quality of life throughout the district. On average this past year, our PSOs interacted with roughly 700 visitors per day and 7 unhoused individuals per day.

The Alliance Public Safety team works hand-in-glove with the NYPD Times Square Unit, which includes over 160 officers and a dedicated Theater Squad of nearly 30 additional officers.



Outreach

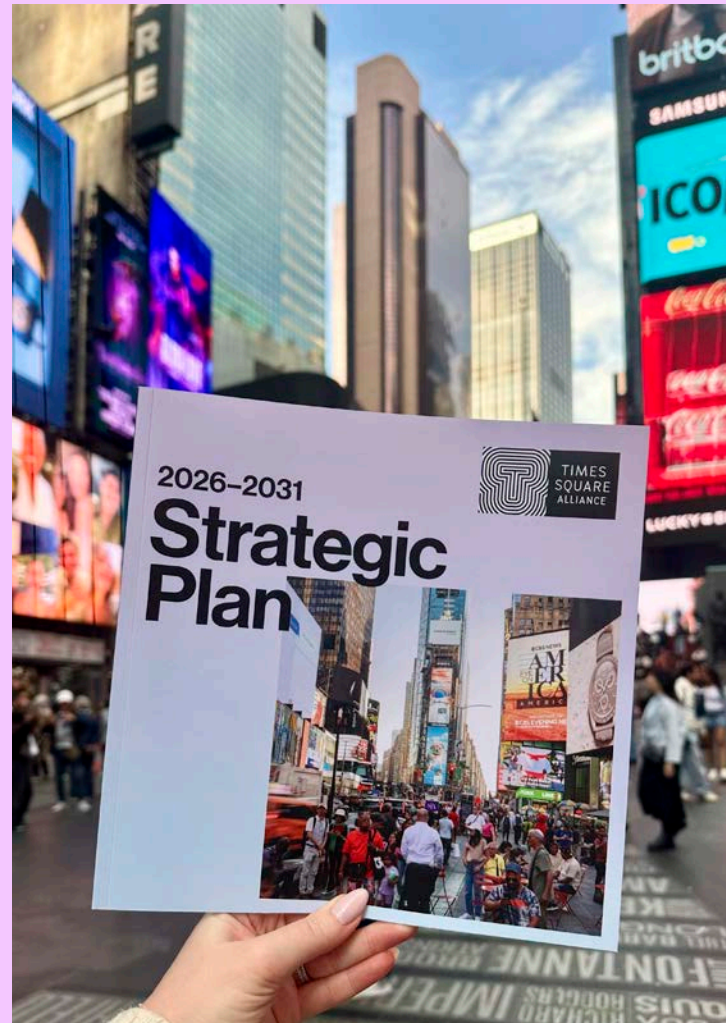
The New York State Targeted Response Safe Options Support (SOS) Team has been operating in Times Square for over one year. The team conducts outreach Monday through Saturday above ground in collaboration with the Times Square Alliance, other homeless outreach providers, and stakeholders.

Since their launch, the Targeted Response SOS Team has had **3,492** outreach contacts, **3,108** enrolled encounters, **59** individuals enrolled into the program, **240** individuals transferred from street to shelter, and **8** members successfully placed into housing. The SOS team has also met other clients where they are – offering compassionate interventions, connecting individuals to emergency medical care, and providing the level of service and support needed.



In 2025, the Alliance, in partnership with Fountain House, supported five family reunifications by covering travel expenses for unhoused individuals whose family members were confirmed to be awaiting their arrival.

Our Services: Improve



Strategic Plan

The Alliance recently completed its 2026-2031 Strategic Plan, which is available on our website. Times Square is not about standing still — it's where we define culture, challenge conventions, and embrace change. The Strategic Plan provides our roadmap to achieve these goals and make Times Square better than ever.

To do so, we have identified 25 new short term (next 1-2 years) and long term (3-5 years) initiatives. For example, in the near future we intend to craft a digital marketing program for building owners, brokers, and tenants, and create new resources for brokers to help them attract tenants, close leases, and attract new and exciting types of retail experiences, using our comprehensive data and visual assets. Looking longer-term, one initiative is to build support at the local and state level for incentives that will benefit Times Square's office buildings, focusing on building an ecosystem of cultural activity, including entertainment, media, and production.

To help us execute our goals, the Strategic Plan outlines action items for existing priorities, and short-term and long-term initiatives. Each one of these action items has been assigned to a senior leader within the organization, with progress reported at the Alliance's Board of Directors meetings.



Accessibility

The Alliance is committed to improving accessibility in our signature events, digital resources, and the pedestrian experience on Times Square's plazas. We have a dedicated web page regularly updated with accessibility resources for visitors to Times Square; inclusively-designed furniture on our plazas; and improvements to events like ASL interpretation, accessible accommodation areas, and a Sensory Activation Vehicle. Our Inclusive Events Committee continues to explore ways to make Times Square accessible to all who visit.

Concessions

In Spring 2025, the Alliance welcomed our newest concession in the Broadway plazas: Buchette Del Vino, an Italian-inspired market and wine window by the team from the Lambs Club. Stop by for a delicious sandwich, salad, or even a bowl of pasta, and wash it all down with a glass of some of the best wine available in Times Square, served via a wine window straight out of Renaissance Florence. Non-alcoholic options, coffee, and gelato are also offered.

The wine window is joined each summer and winter by seasonal pop-up markets on Broadway between 47th and 48th Streets that showcase wares from a variety of different vendors from around New York City and across the world.



Our Services: Promote

The Alliance amplifies and highlights the creativity, energy, and edge of our Times Square neighborhood. In 2025 we had a robust calendar of signature events, all free and open to the public.

 **New Year's Eve**
December 31

 **Love in Times Square**
February 14

 **TSQ LIVE**
May - September

 **Solstice in Times Square**
June 20

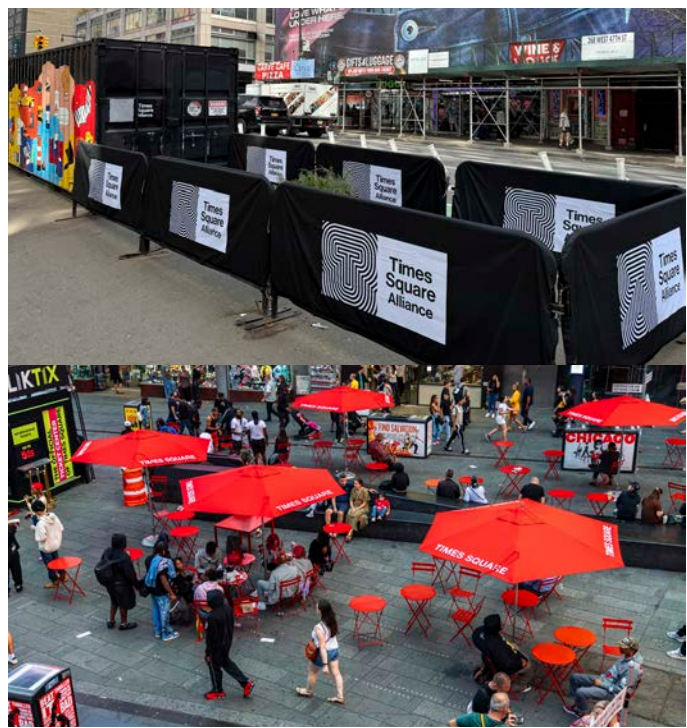
 **Pride in Times Square**
June

 **Taste of Times Square**
September 8



TSQ LIVE Presents Pride in Times Square

During the month of June, our TSQ LIVE summer event series presented Pride in Times Square! This was the first time we hosted these two events under the same umbrella; we celebrated with a selection of DJ sets, concerts, and other special events by LGBTQ+ artists and performers. Additionally, we promoted over 30 Times Square businesses offering discounts, special menus, themed events, and more throughout Pride Month.



Brand Refresh

We unveiled new Brand Guidelines for the Alliance featuring an updated logo, a clean and bold font family, and a refreshed color palette. The new look keeps the integrity of the existing brand, while refreshing it with a more modern look.

Our Year In Review





1. TSQ LIVE

Our popular open-air event series returned to the plazas with over 80 free events from May - September, including live concerts, dance classes, DJ sets, jazz shows, pop-up performances, and more.

2. Grounded in the Stars

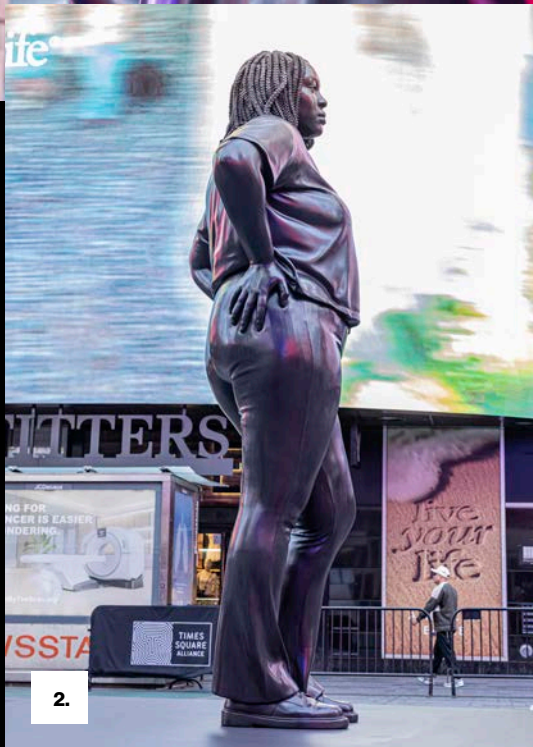
Times Square Arts unveiled a 12-foot-tall figurative bronze sculpture by artist Thomas J Price. The work's fictionalized character confronted preconceived notions of identity and representation.

3. Broadway Celebrates Earth Day

In partnership with the Broadway Green Alliance, we celebrated Earth Day with live performances by Broadway stars and young talent.



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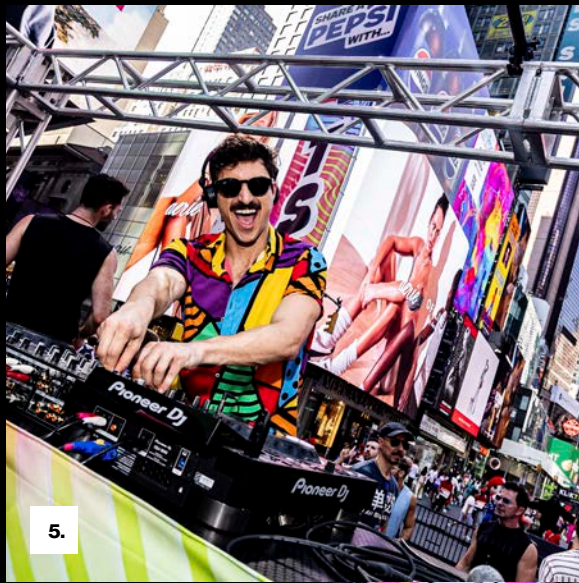
3.



4.



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4. Juneteenth
 The Broadway League celebrated Juneteenth in Times Square with a day of incredible live performances by Black Broadway stars.

5. Pride in Times Square
 In June, our TSQ LIVE summer event series presented Pride in Times Square with a selection of DJ sets, concerts, and other special events by LGBTQ+ artists and performers.

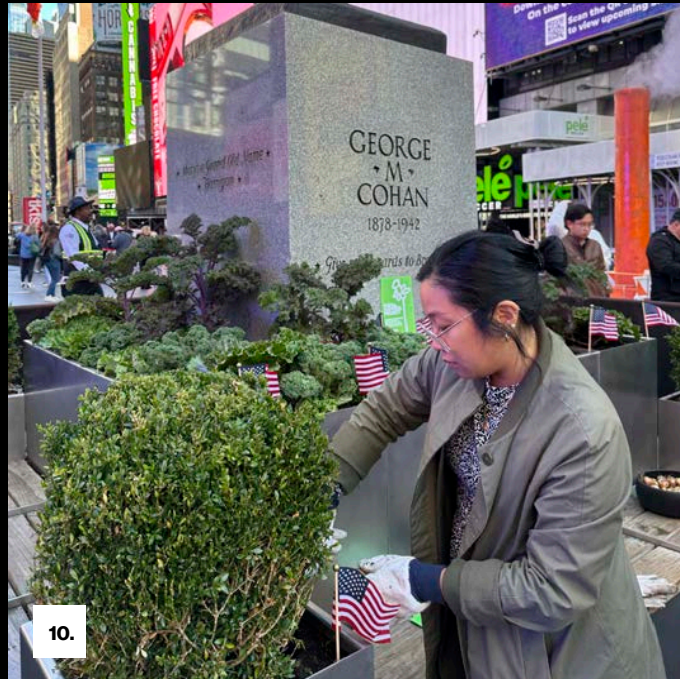
6. Solstice in Times Square
 Solstice in Times Square brought thousands of yogis to the Crossroads of the World to practice yoga, meditation, and movement on the longest day of the year. We hosted seven free yoga classes on the Broadway plazas, stretching and moving from sunrise to sunset.



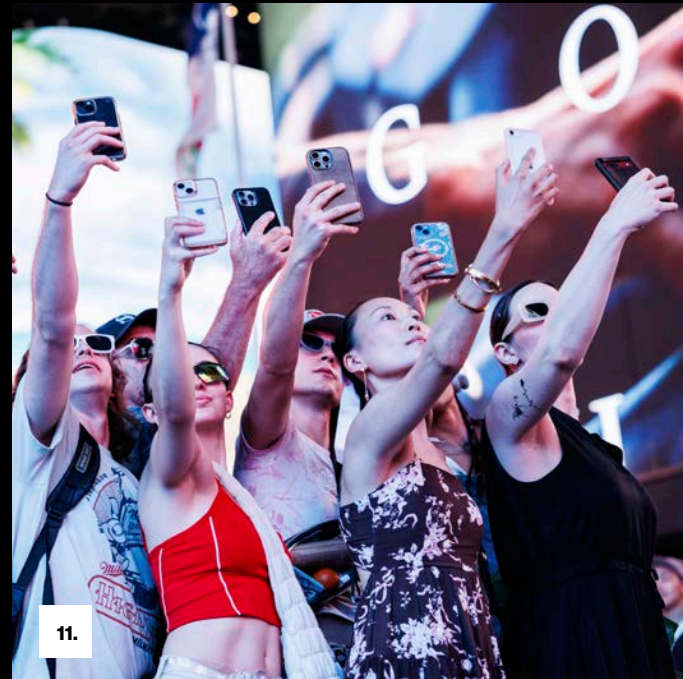
7.F1: The Movie World Premiere
Times Square rolled out the red carpet for the World Premiere of *F1: The Movie*. Stars like Brad Pitt, Damson Idris, Lewis Hamilton, Javier Bardem, and more celebrated the new movie surrounded by stunning Formula 1 cars.

8. SPIN Ping Pong
New Times Square business SPIN rolled out ping pong tables for the public to enjoy this summer. Every Friday afternoon, several Broadway Plazas were filled with table tennis players.

9. Taste of Times Square
Times Square's beloved food festival returned to the plazas this fall. Over 30 neighborhood restaurants participated, offering bites under \$10 to hungry event participants on the Broadway plazas.



10.



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10. Daffodil Project
 In partnership with New Yorkers for Parks, the Daffodil Project planted dozens of bulbs in Times Square in remembrance of victims of both 9/11 and COVID-19.

11. American Idle
 Our Public-Artist-in-Residence Maia Chao presented *American Idle*, a choreographed live performance on Duffy Square. The performance drew inspiration from the social behaviors in the public plazas and the everyday movements of visitors to Times Square.

12. Magic Grasshopper
 Times Square Arts unveiled Yvette Mayorga's *Magic Grasshopper* on Duffy Square. This 30-foot-long kinetic pink carriage was designed to metaphorically transport viewers across borders, carrying narratives of migration, feminized labor, and colonial histories.



12.



13.

13. New Year's Eve
We welcomed revelers to celebrate the start of 2026 on Times Square's biggest night of the year!

14. Numeral Arrival
The 2026 Numerals arrived to light up the plazas.

15. Wishing Wall
People wrote their hopes for 2026 on official NYE confetti at the Times Square Wishing Wall.

16. America 250
The Ball and 2026 Numerals lit up red, white, and blue to celebrate the country's 250th anniversary.

17. Crystal Installation
Round crystals were installed on the newly unveiled Constellation Ball.

18. Confetti Test
We tested the New Year's Eve confetti to ensure it would float down beautifully at midnight.



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19. Good Riddance Day
We closed the curtain on all that was bad from the past year at the annual Good Riddance Day celebration.

20. Ball Test
The 2026 Ball Test was a success!

21. Showtime!
The 2026 NYE show hosted incredible performances by Diana Ross, LE SSERAFIM, Ciara, Robyn, B.o.B., Little Big Town, Tones and I, and more.



22.



22. Love in Times Square Weddings

As part of the annual Valentine's Day traditions in Times Square, we hosted wedding ceremonies for two couples on Duffy Square.

23. Love in Times Square Proposals

Two lucky couples popped the big question with surprise proposals on the big screen.

24. Love in Times Square Vow Renewal

Hundreds of couples recommitted their love in our Vow Renewal ceremony on the Red Steps.

25. Making Love

Times Square Arts and Powerhouse Arts presented *Making Love*, an installation celebrating the makers of New York City. The piece, featuring the work of artists and Powerhouse fabricators Lisa D. Archigian, Kelsey Breen, Nellie Davis, Cythali Sapuis, and Jacqueline Veliz, was a perfect backdrop to the Valentine's Day events in Times Square.



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26. Midnight Moment
 Times Square Arts hosted another dynamic season of Midnight Moment, a beloved digital art program now in its 14th year. Every night from 11:57pm to midnight, over 100 screens feature artwork by a new artist each month. This year's program included works by Brendan Fernandes, Jen Stark, Yvette Mayorga, Yuge Zhou, Thomas J Price, Bianca Abdi-Boragi, and more.

About the Alliance

The Times Square Alliance, founded in 1992, works to improve and promote Times Square — cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture, and urban life for over a century.

In addition to providing core neighborhood services with its Public Safety Officers and Sanitation Associates, the Alliance promotes local businesses; encourages economic development and public improvements; co-coordinates numerous major events in Times Square, including the annual New Year's Eve and Solstice in Times Square celebrations; curates and presents public art projects throughout the district via Times Square Arts; and advocates on behalf of its constituents with respect to a host of public policy, planning, and quality-of-life issues.



**Scan to view
Financial
Statements
and Strategic
Plan**

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 @timessquarenyc  @timessquarenyc
 @timessquarenyc  @timessquare.nyc

WWW.TSQ.ORG

INFO@TSQ.ORG

212.768.1560

Times Square Alliance

1560 Broadway

Suite 1001

New York, NY 10036