



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report

April 2026

APRIL ACTIVITY UNLESS OTHERWISE INDICATED



Key Indicators



217,971

April 2026 Average Daily Pedestrians



89%

Storefront Businesses are Open



100,608
Total Signed SF

66,118 SF Direct

34,490 SF Sublease



83.8%

March 2026 Hotel Occupancy



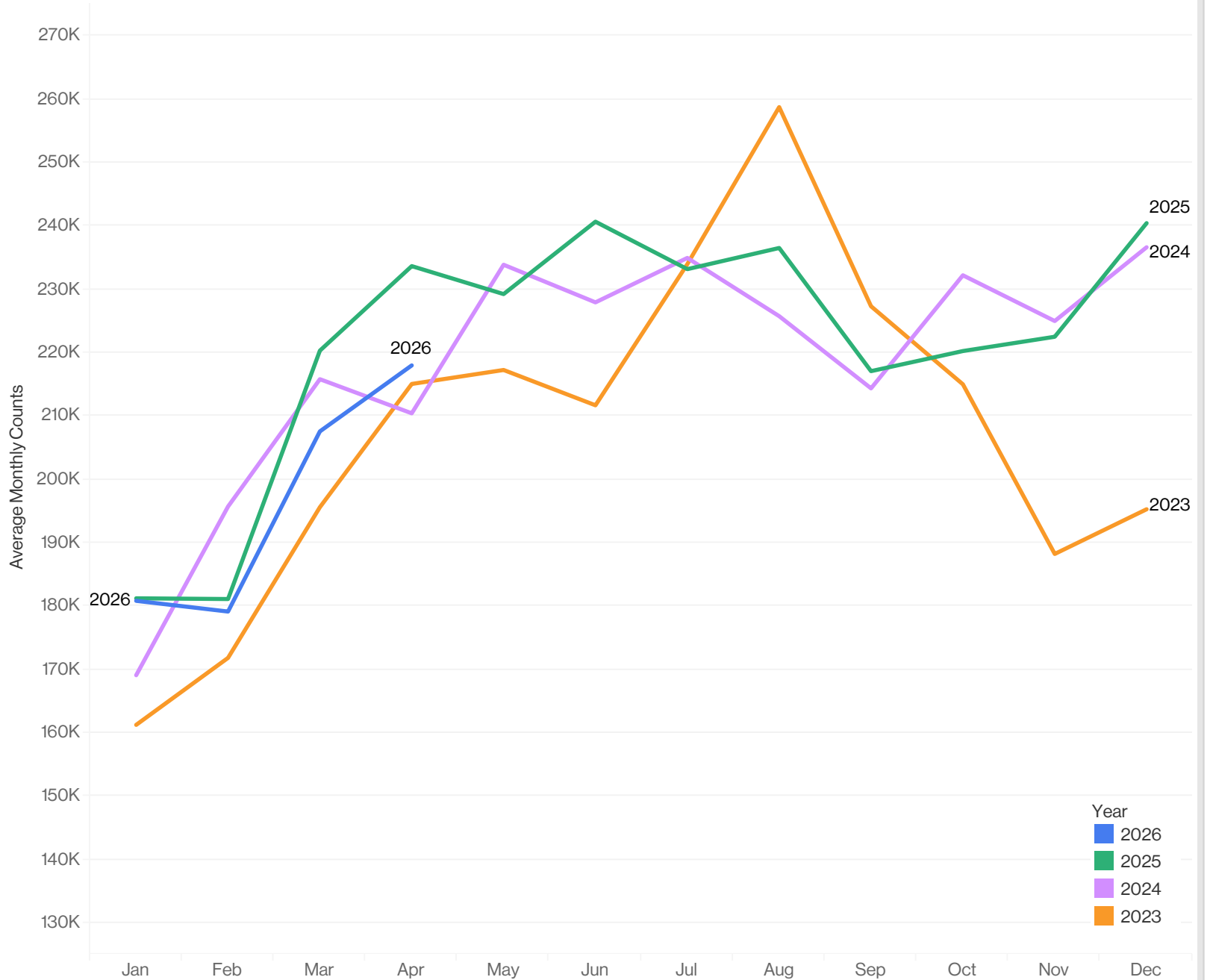


217,971
April 2026 Average Daily
Pedestrians

% Change from 2025
▼ -7%

% Change from 2024
▲ 4%

Average Daily Pedestrian Counts (Per Month)





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

- Reporting Area
- Manhattan
 - Midtown
 - Times Square

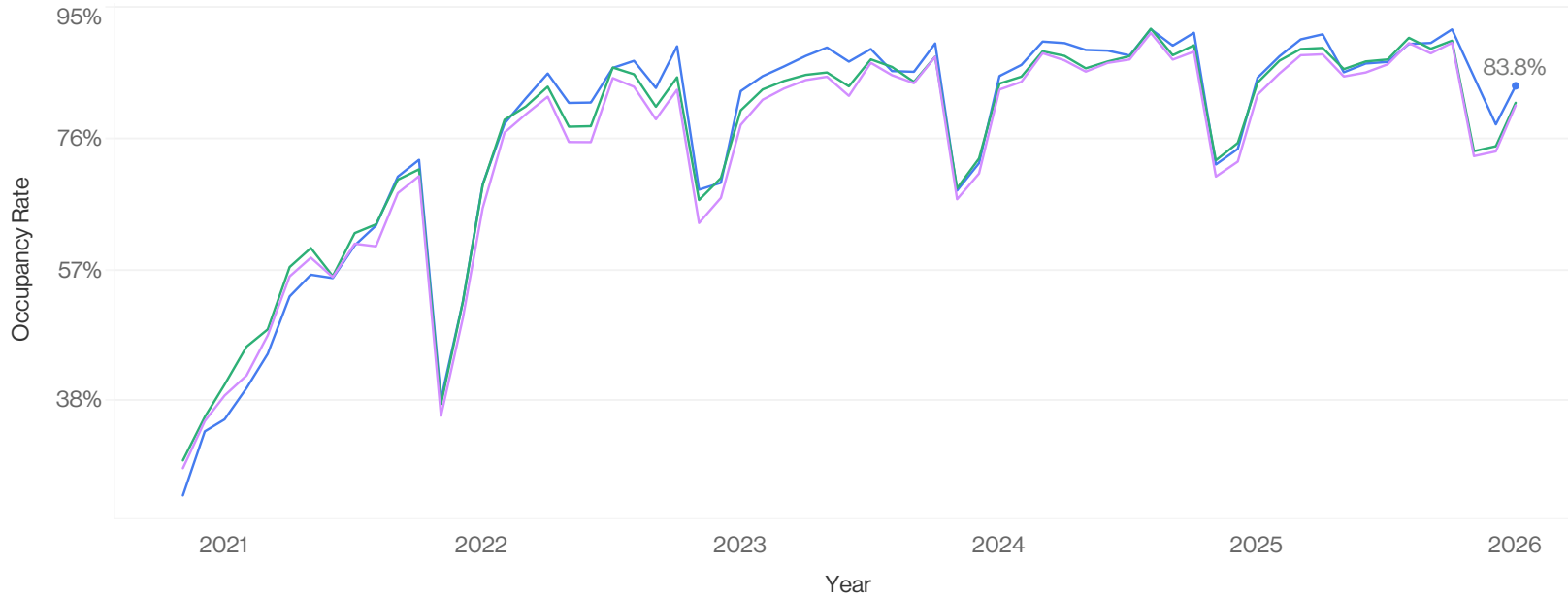
83.8%
March 2026 Occupancy Rate

Occupancy % Change from 2025
▼ -1%

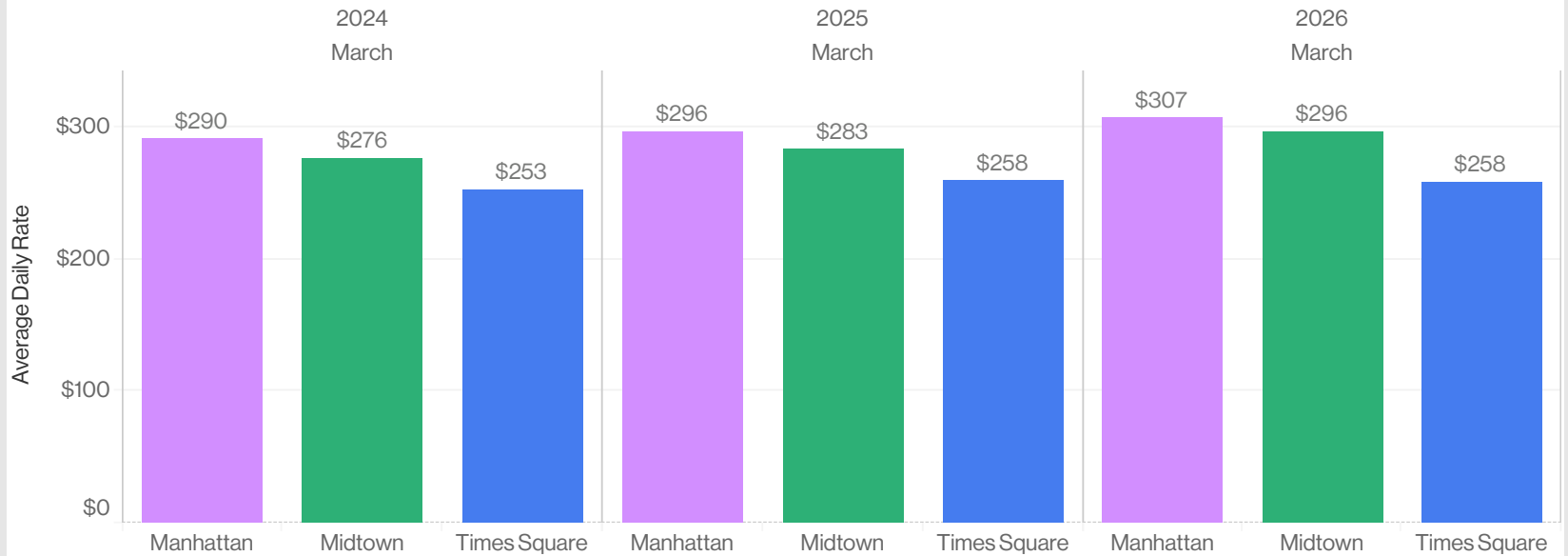
\$257.59
March 2026 Average Daily Rate

ADR % Change from 2025
▼ 0%

Occupancy



Average Daily Rate (ADR)



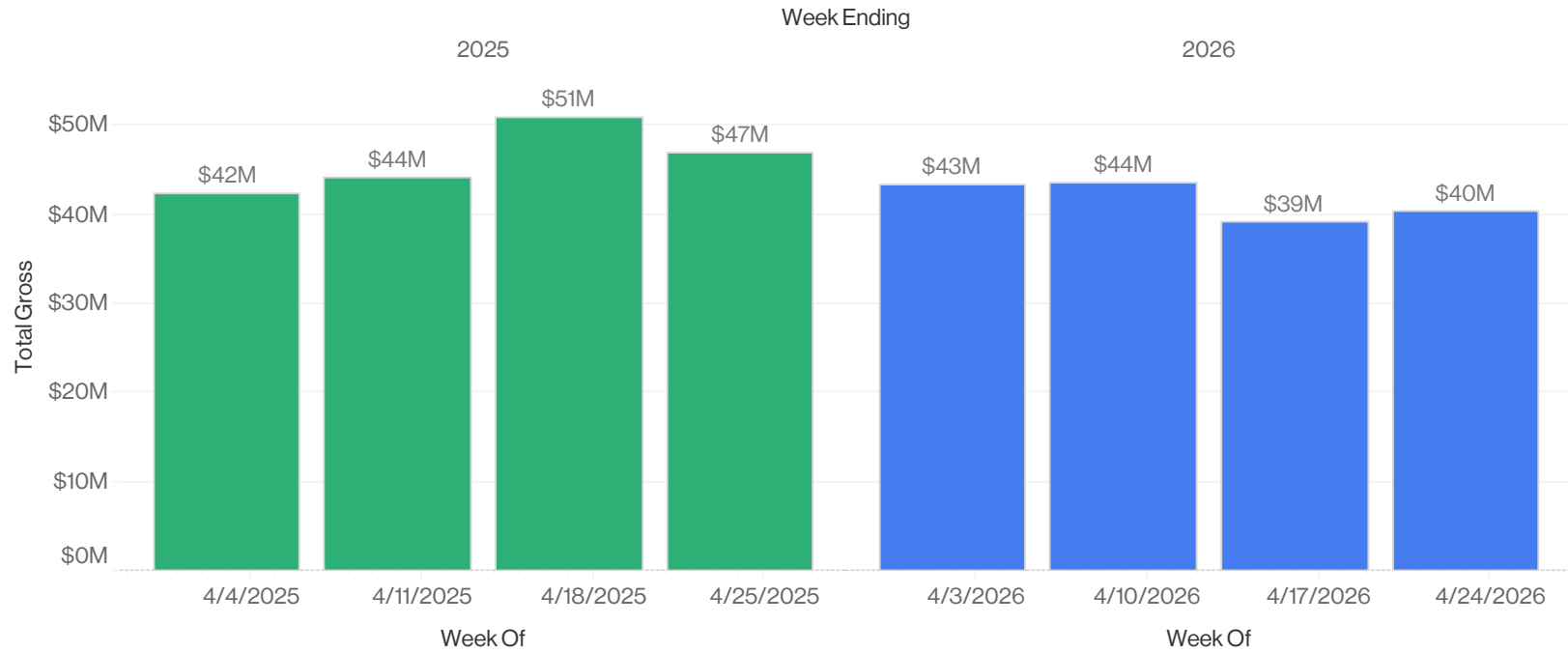


Year
■ 2025
■ 2026

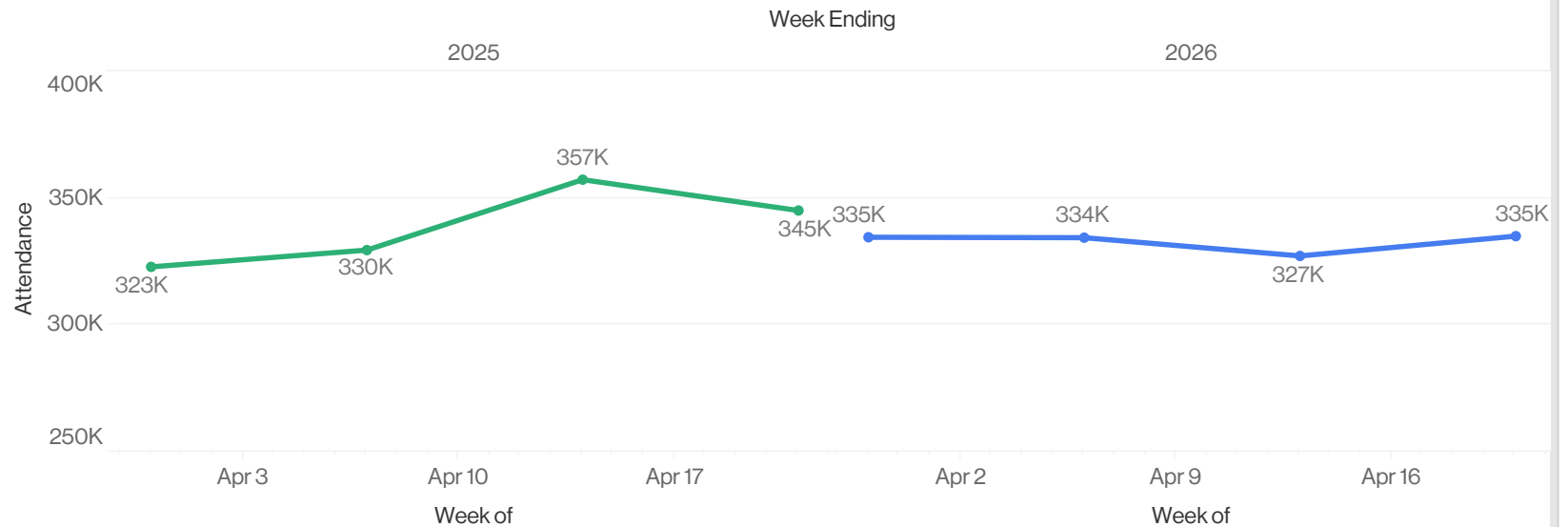
\$41.6 Million
 April 2026 Sales (weekly average)

Monthly Sales % Change from 2025
▼ -10%

Weekly Broadway Gross Revenue



Weekly Broadway Attendance



Attendance % Change from 2025
▼ -2%

Economic Indicators Commercial Real Estate

Pedestrians

Hotels

Broadway

CRE

Retail



Year
 2024
 2025
 2026

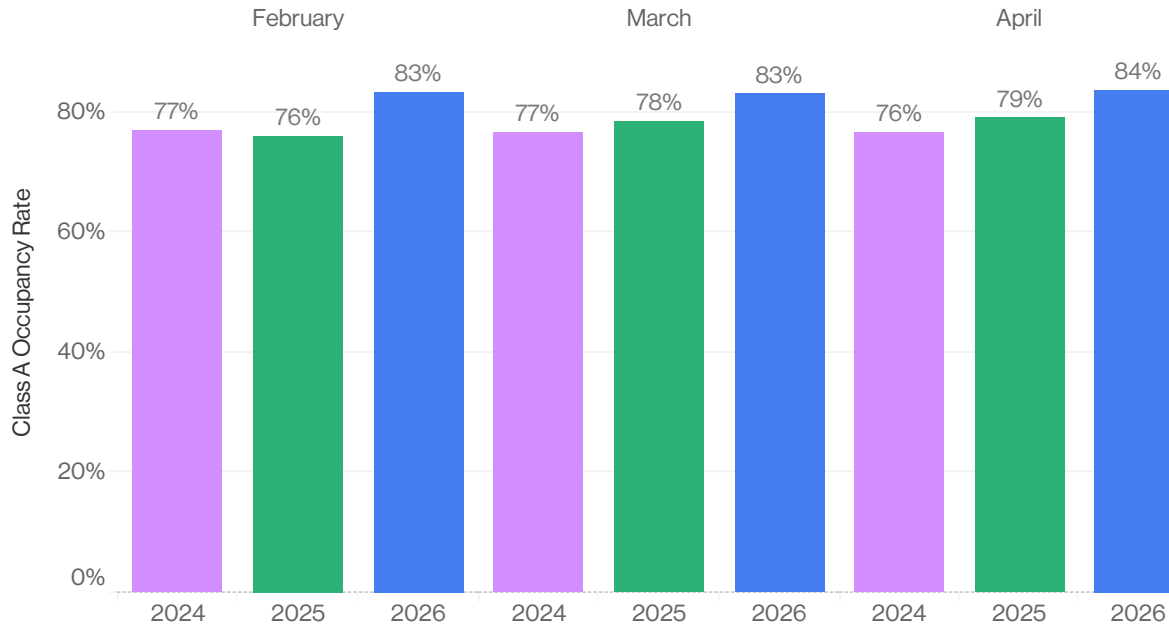
83.6%
 April 2026 Occupancy Rate

Monthly Occupancy %
 Change from 2025
 ▲ 5%

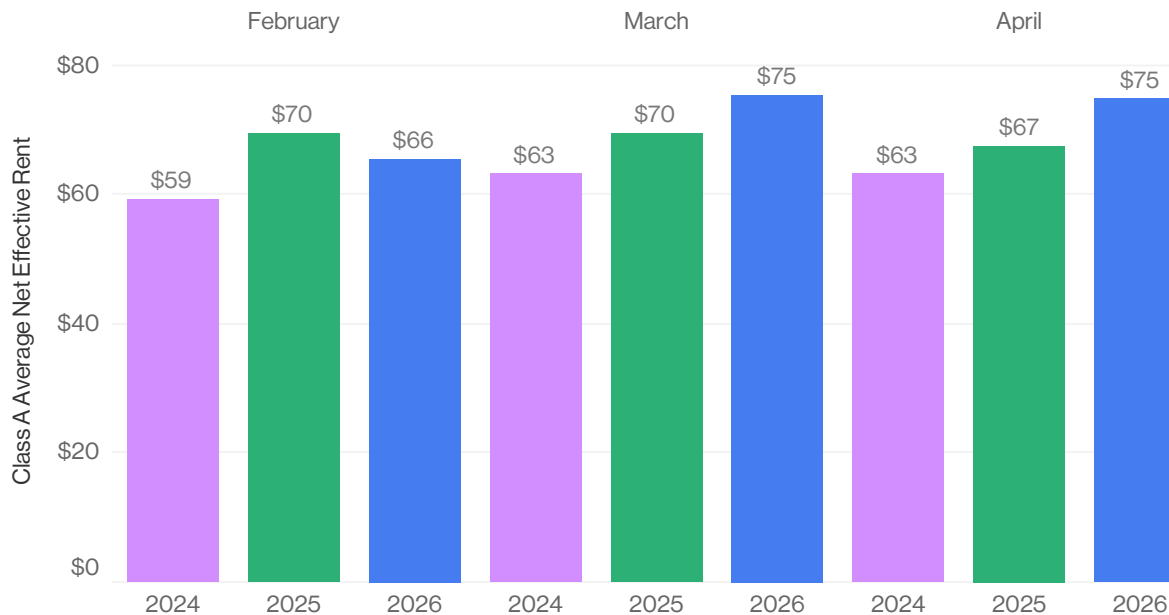
\$74.89
 Net Effective Rent

NER % Change from
 2025
 ▲ 11%

Occupancy



Net Effective Rent (NER)





Openings and Coming Soon

Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

11
Coming Soon

3
Open This Month

