



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report

May 2026

MAY ACTIVITY UNLESS OTHERWISE INDICATED



Key Indicators



218,227

May 2026 Average Daily Pedestrians



89%

Storefront Businesses are Open



134,642	125,490 SF Direct
Total Signed SF	9,152 SF Sublease



88.0%
April 2026 Hotel Occupancy



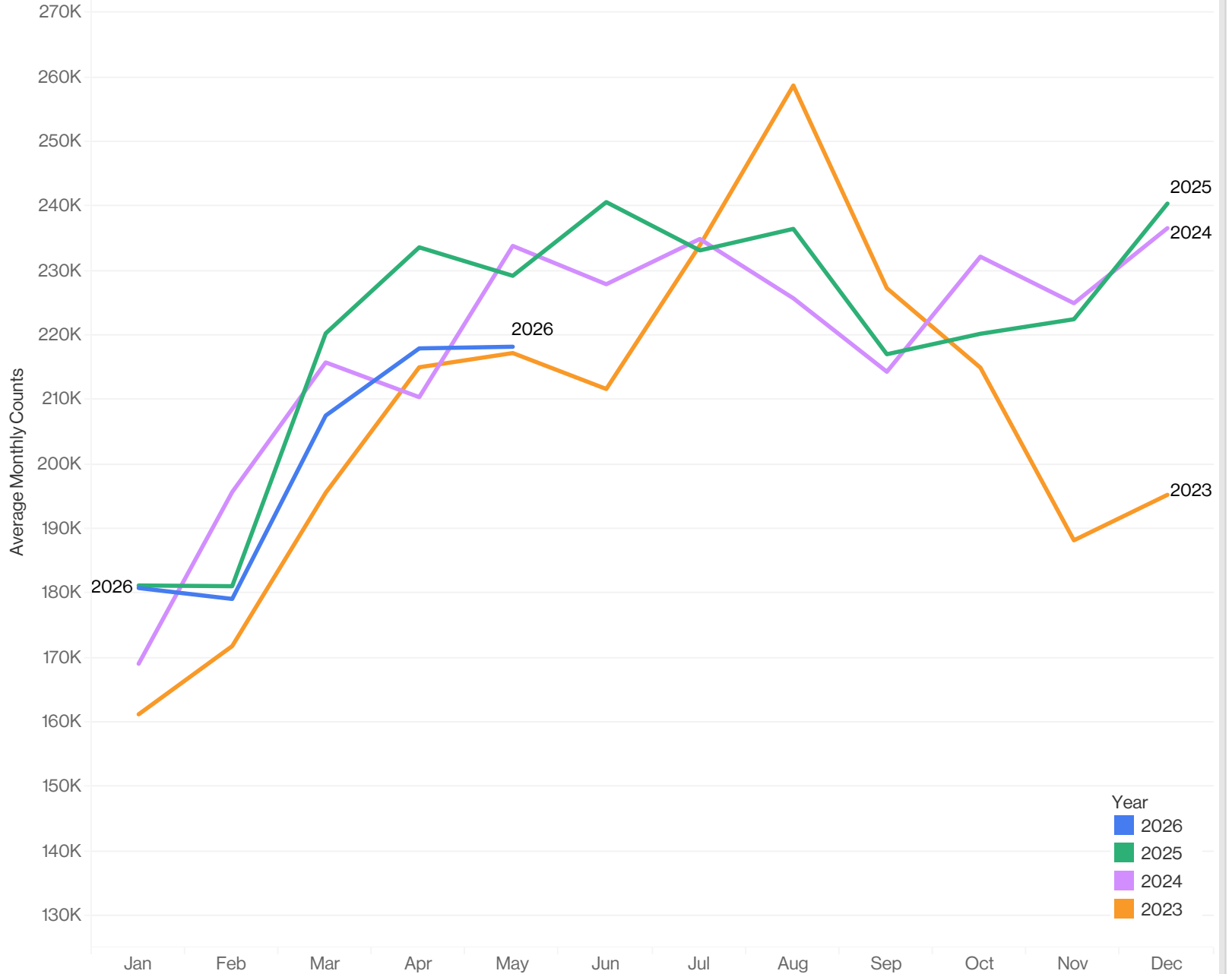


218,227
May 2026 Average Daily
Pedestrians

% Change from 2025
▼ -5%

% Change from 2024
▼ -7%

Average Daily Pedestrian Counts (Per Month)





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

- Reporting Area
- Manhattan
 - Midtown
 - Times Square

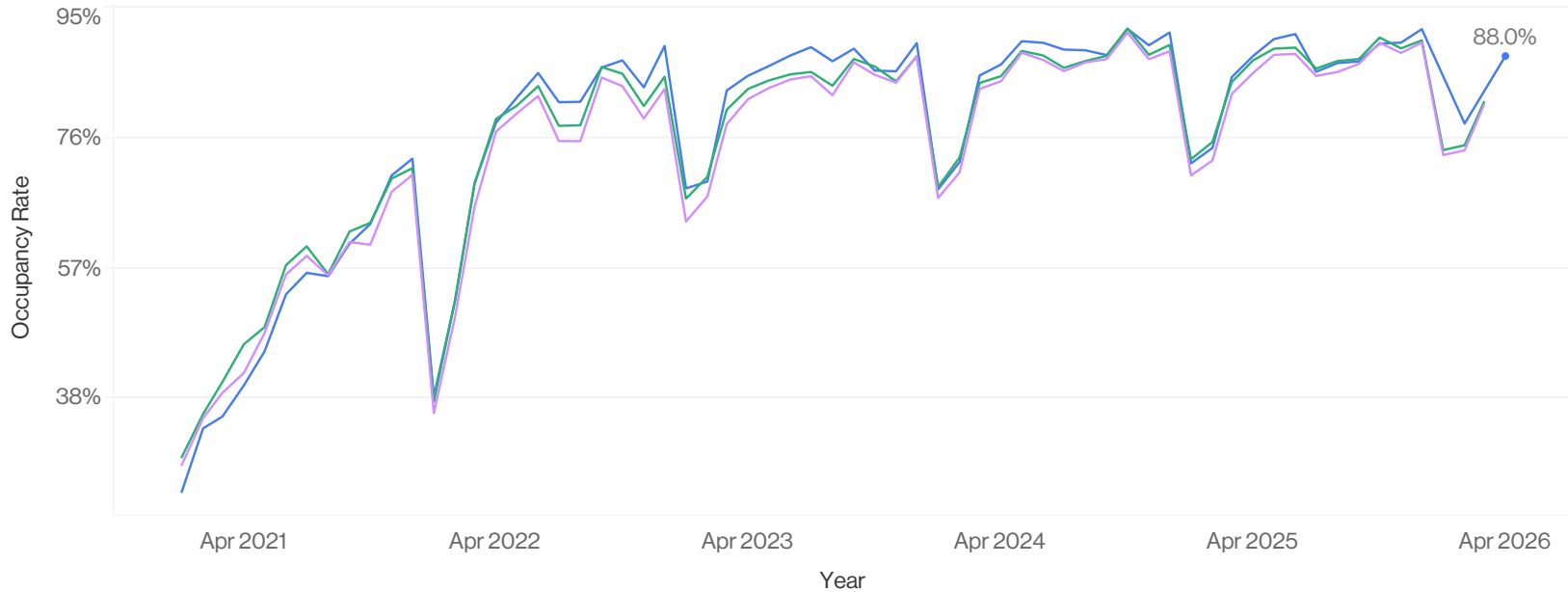
88.0%
April 2026 Occupancy Rate

Occupancy % Change from 2025
▲ 0%

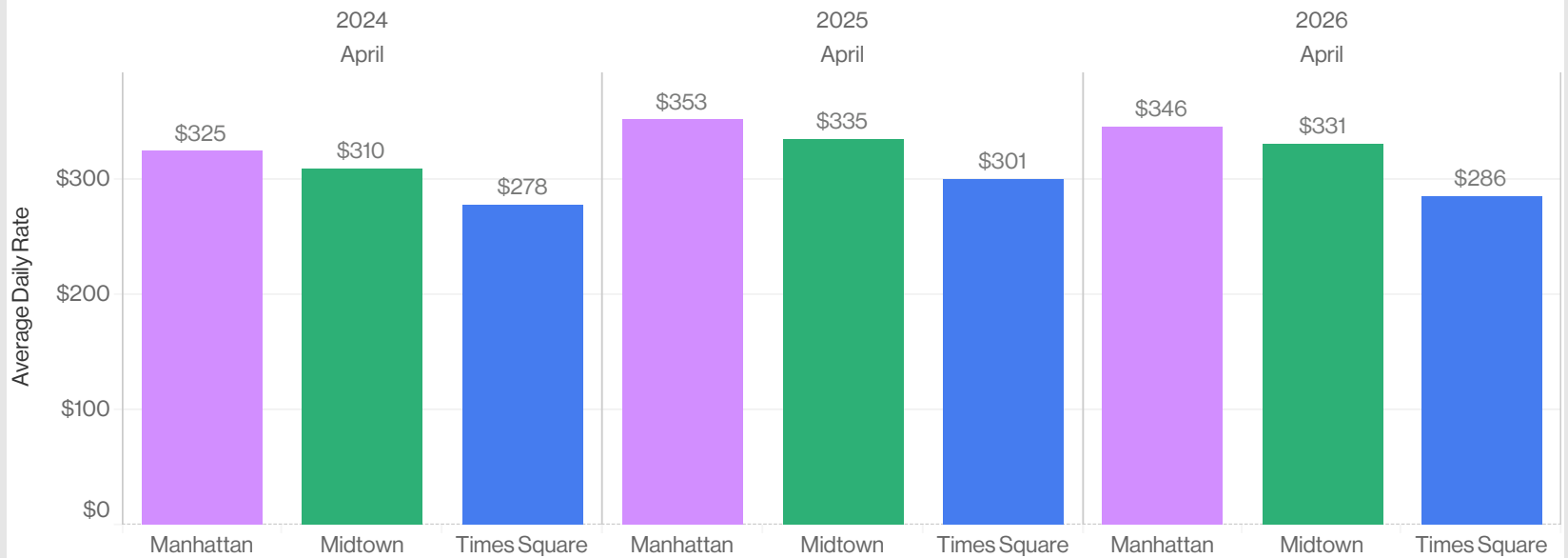
\$285.90
April 2026 Average Daily Rate

ADR % Change from 2025
▼ -5%

Occupancy



Average Daily Rate (ADR)



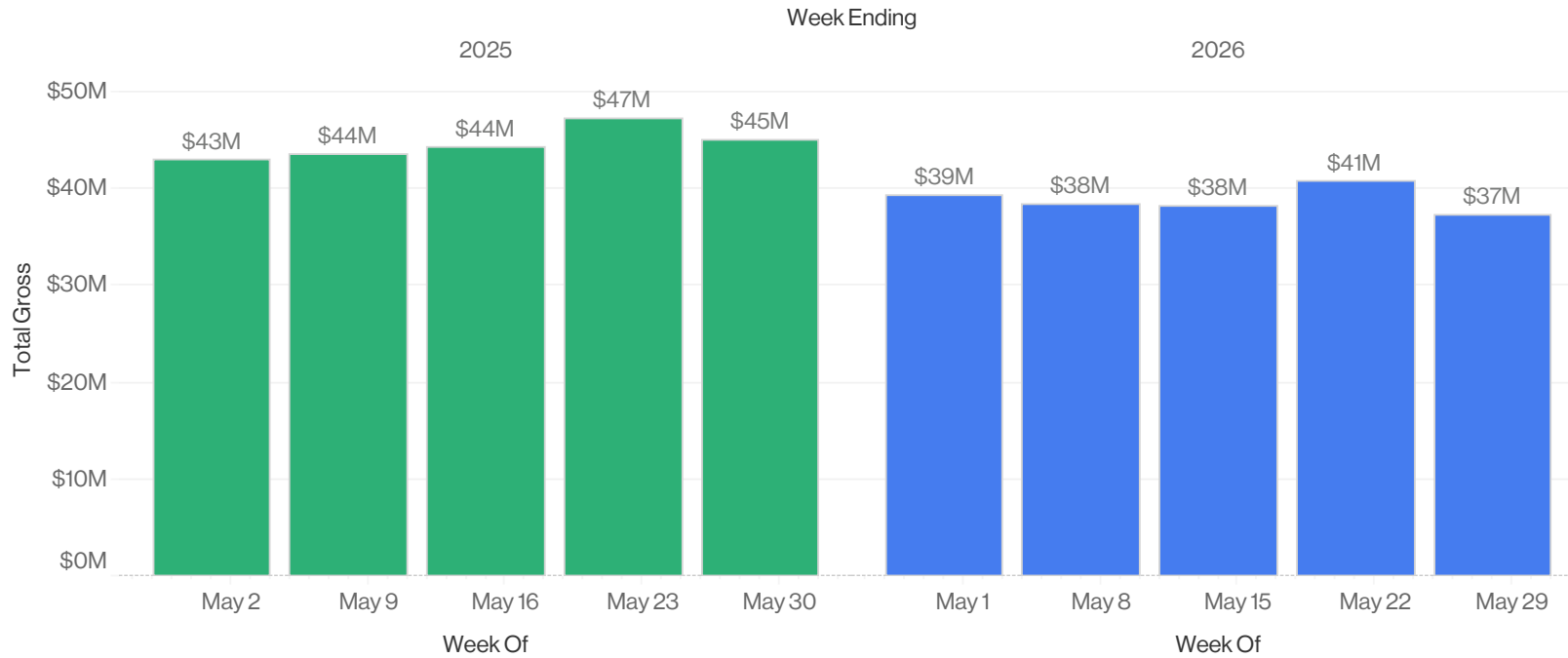


Year
■ 2025
■ 2026

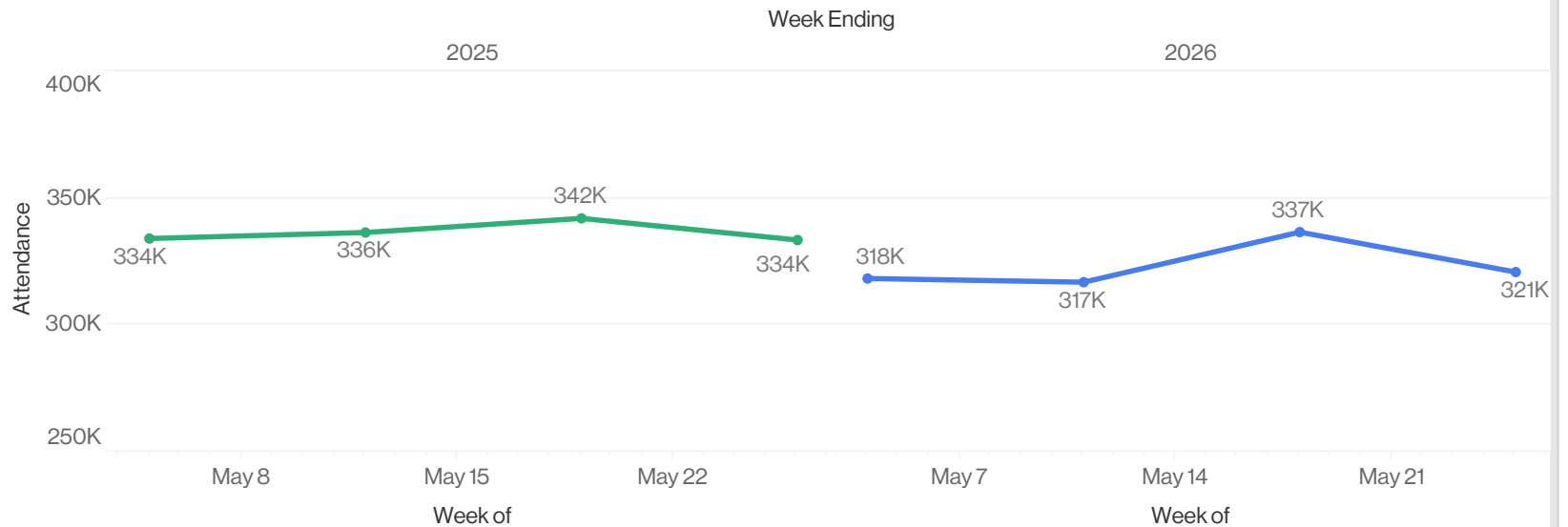
\$38.7 Million
 May 2026 Sales (weekly average)

Monthly Sales % Change from 2025
▼ -13%

Weekly Broadway Gross Revenue



Weekly Broadway Attendance



322,962
 May 2026 Attendance (weekly average)

Attendance % Change from 2025
▼ -4%



Year
 2024
 2025
 2026

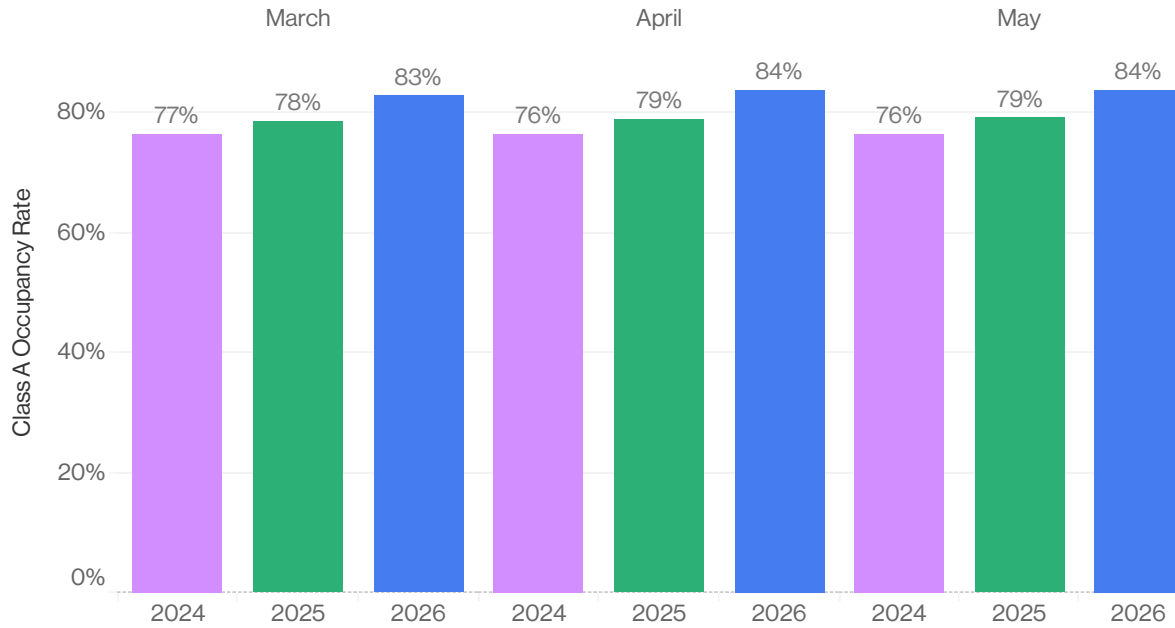
83.8%
 May 2026 Occupancy Rate

Monthly Occupancy %
 Change from 2025
 ▲ 5%

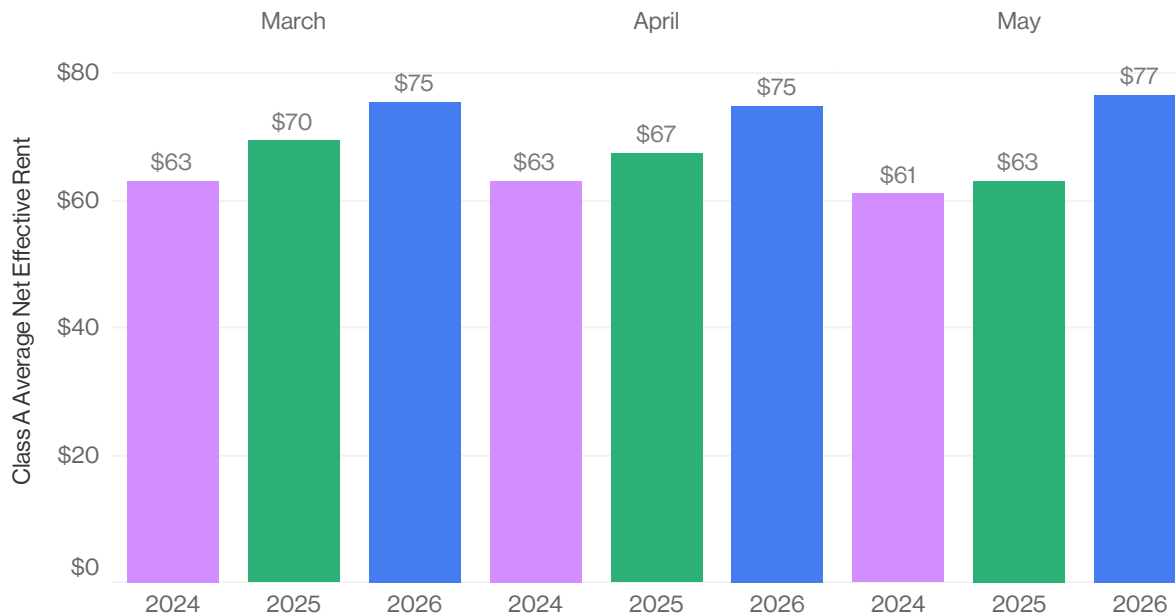
\$76.50
 Net Effective Rent

NER % Change from
 2025
 ▲ 21%

Occupancy



Net Effective Rent (NER)





Openings and Coming Soon

Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

10
Coming Soon

1
Open This Month

