



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report June 2026

JUNE ACTIVITY UNLESS OTHERWISE INDICATED



Key Indicators



254,447

June 2026 Average Daily Pedestrians



88%

Storefront Businesses are Open



25,290

Total Signed SF

25,290 SF Direct



83.5%

May 2026 Hotel Occupancy



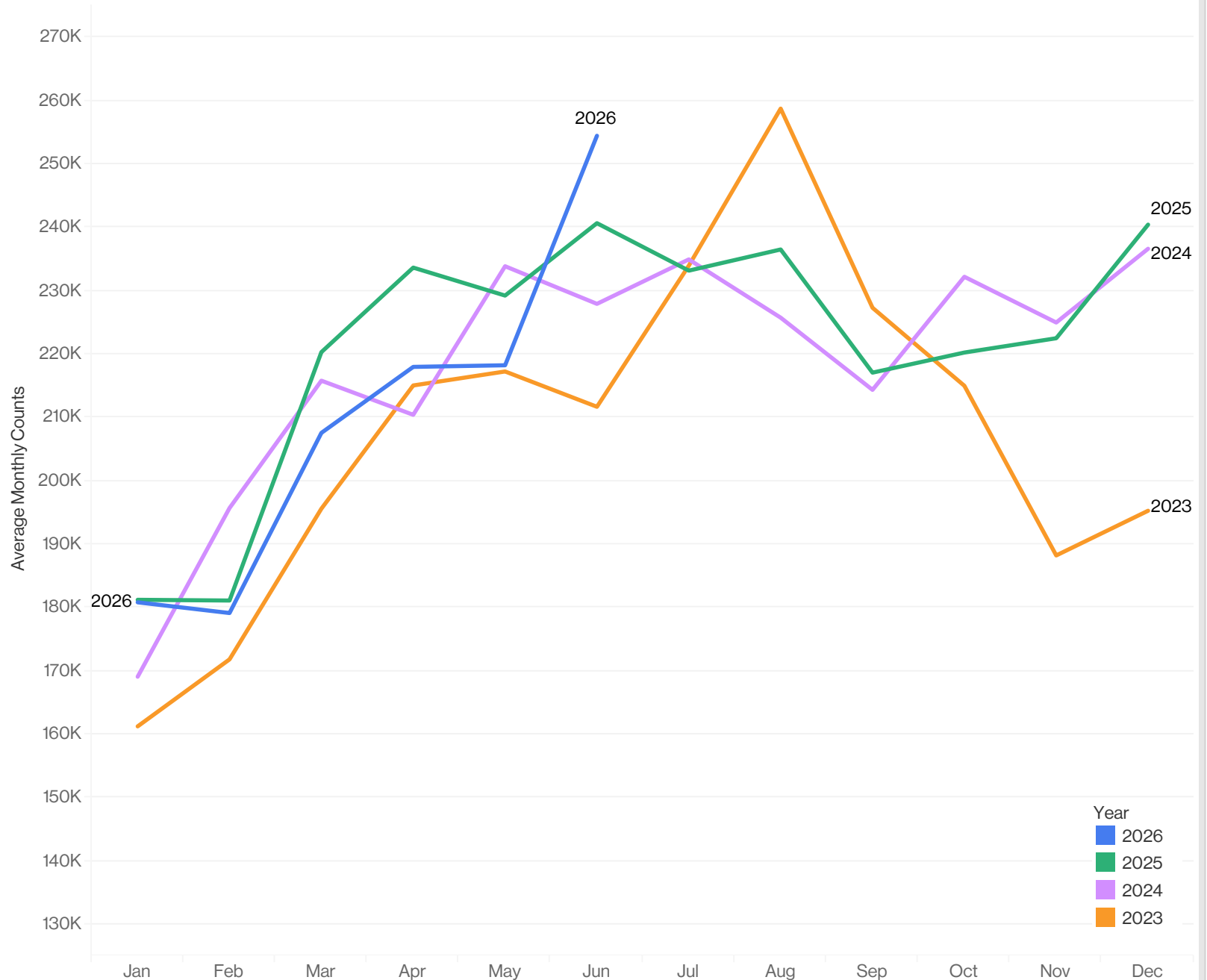


254,447
June 2026 Average Daily
Pedestrians

% Change from 2025
▲ 6%

% Change from 2024
▲ 12%

Average Daily Pedestrian Counts (Per Month)





Economic Indicators **Hotels**

Pedestrians

Hotels

Broadway

CRE

Retail



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

Reporting Area

Manhattan

Midtown

Times Square

83.5%

May 2026 Occupancy Rate

Occupancy % Change from 2025

▼ -7%

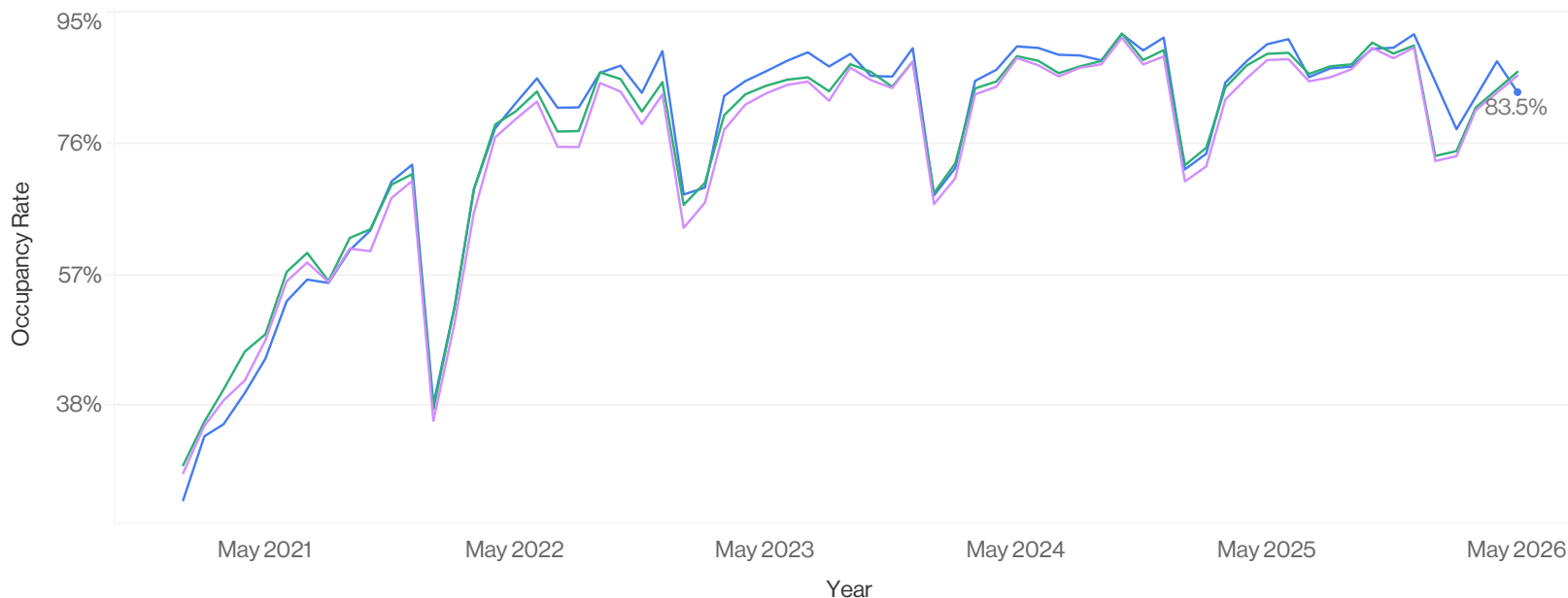
\$313.47

May 2026 Average Daily Rate

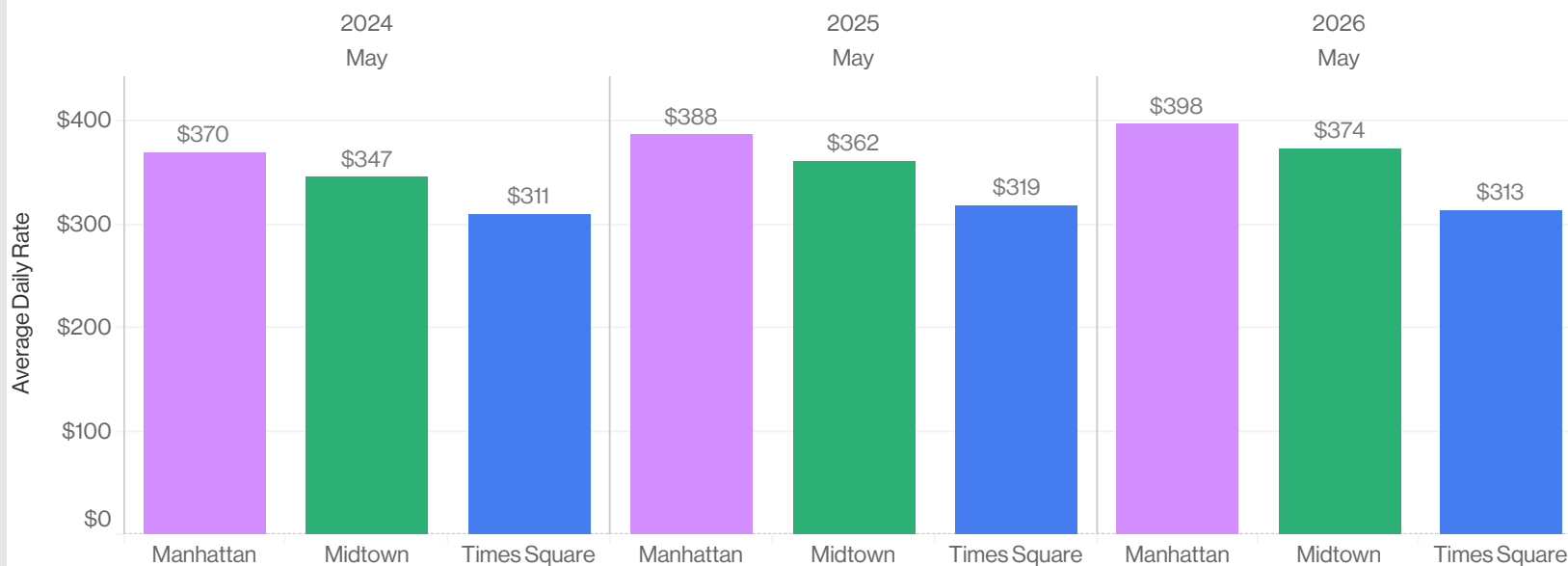
ADR % Change from 2025

▼ -2%

Occupancy



Average Daily Rate (ADR)





Year

2025

2026

\$38.1 Million

June 2026 Sales (weekly average)

Monthly Sales % Change from 2025

▼ -10%

304,871

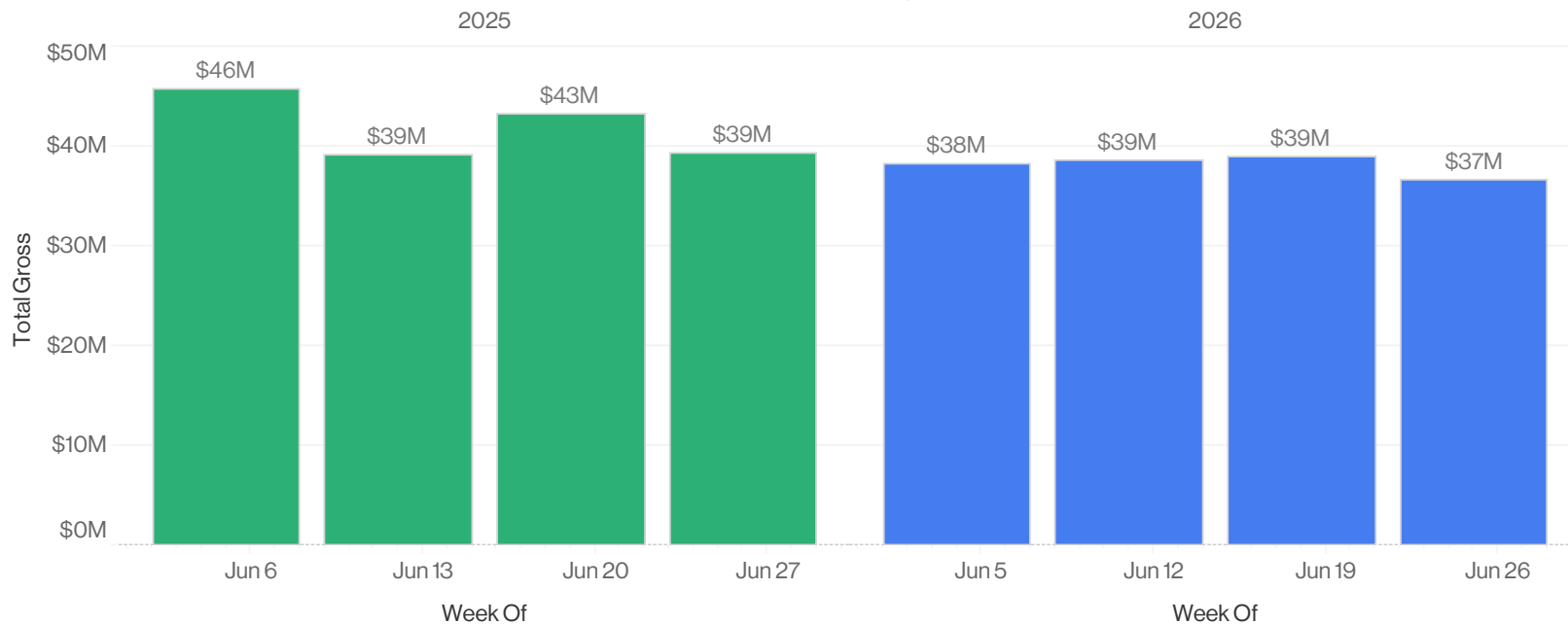
June 2026 Attendance (weekly average)

Attendance % Change from 2025

▼ -5%

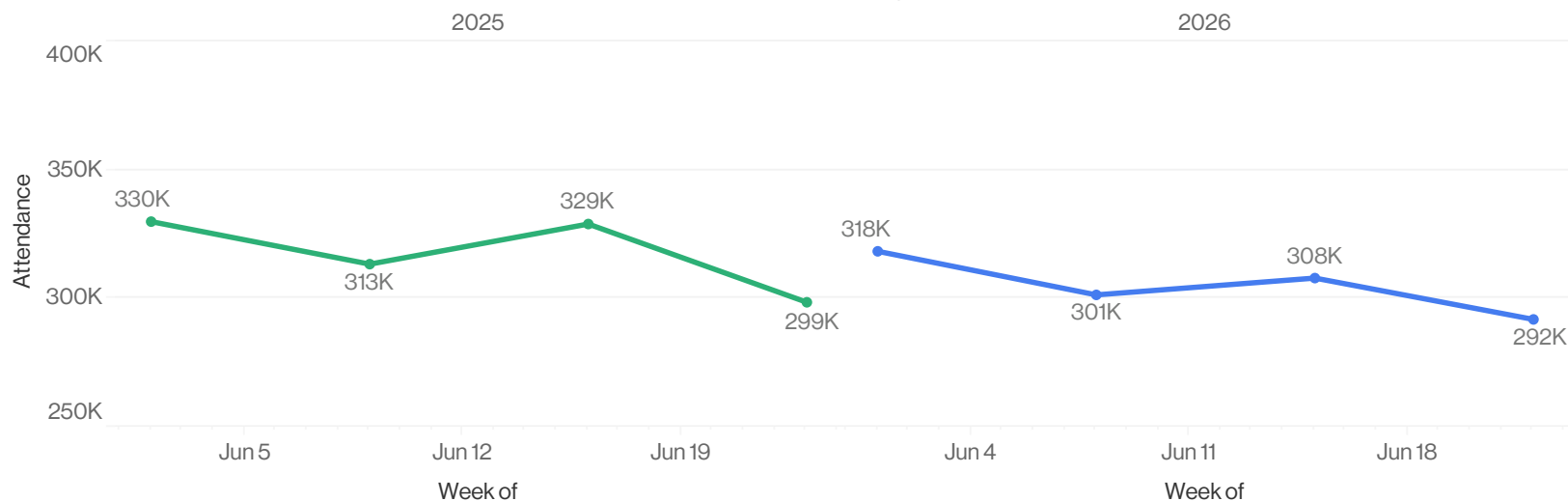
Weekly Broadway Gross Revenue

Week Ending



Weekly Broadway Attendance

Week Ending





Year
2024
2025
2026

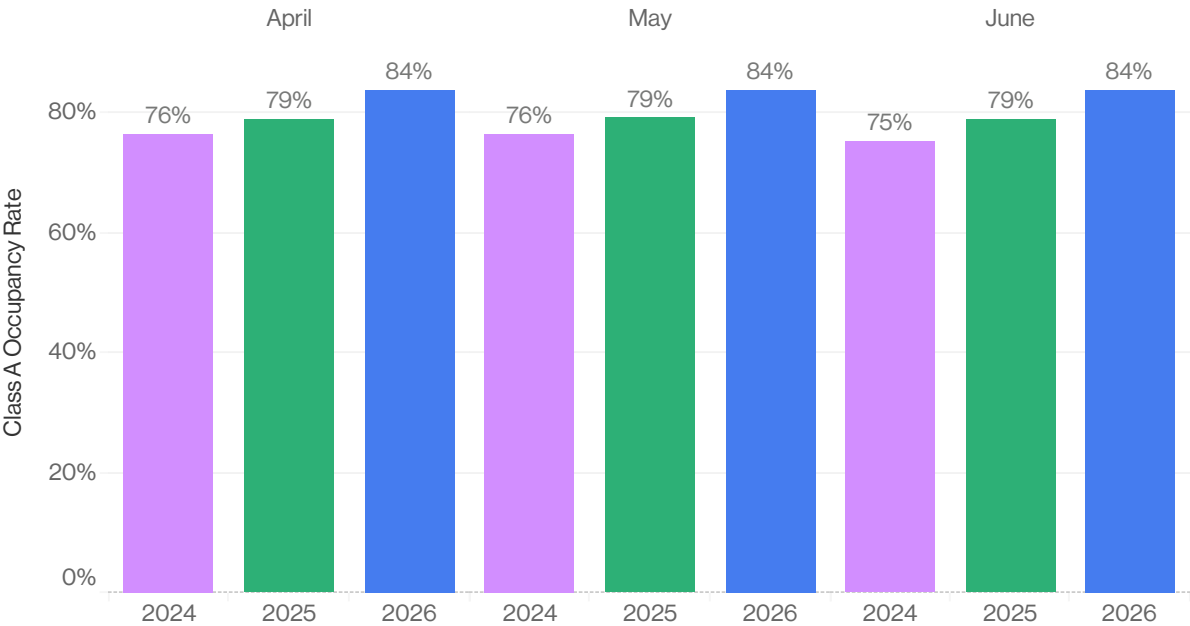
83.8%
June 2026 Occupancy
Rate

Monthly Occupancy %
Change from 2025
▲ 5%

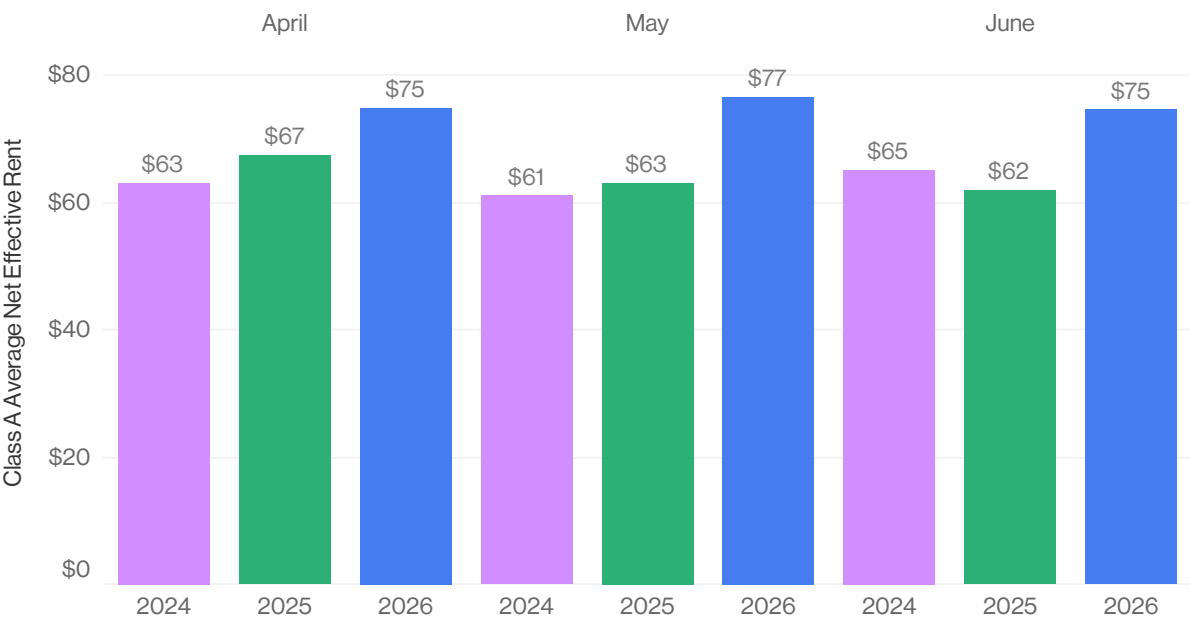
\$74.67
Net Effective Rent

NER % Change from
2025
▲ 21%

Occupancy



Net Effective Rent (NER)





Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

11
Coming Soon

6
Open This Month

Openings and Coming Soon

