



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report July 2026

JULY ACTIVITY UNLESS OTHERWISE INDICATED

Key Indicators



263,665

July 2026 Average Daily Pedestrians



88%

Storefront Businesses are Open



261,203

Total Signed SF

261,203 SF Direct



85.2%

June 2026 Hotel Occupancy





263,665

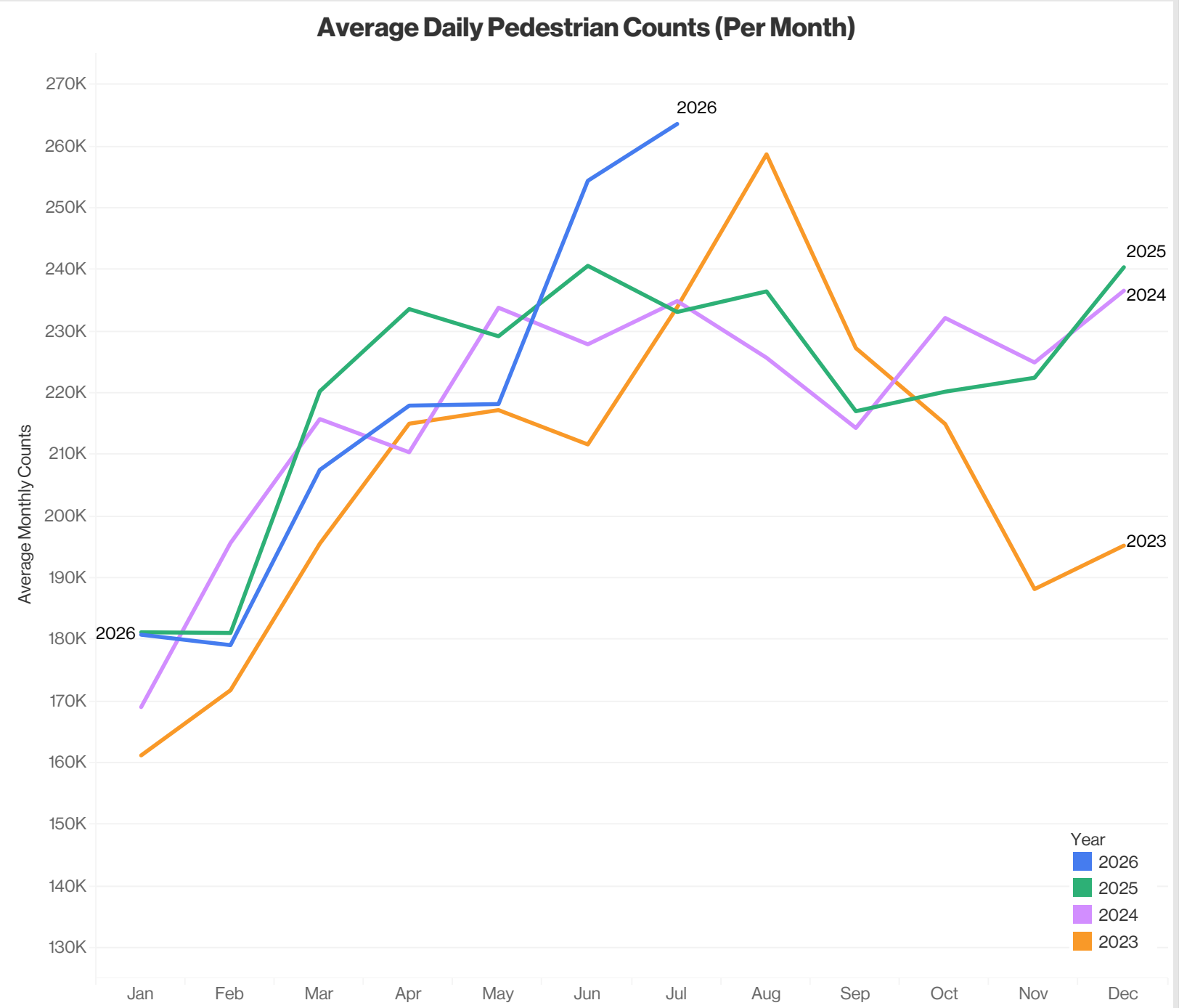
July 2026 Average Daily Pedestrians

% Change from 2025

▲ 13%

% Change from 2024

▲ 12%





Economic Indicators **Hotels**

Pedestrians

Hotels

Broadway

CRE

Retail



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

Reporting Area

Manhattan

Midtown

Times Square

85.2%

June 2026 Occupancy Rate

Occupancy % Change from 2025

▼ -6%

\$354.91

June 2026 Average Daily Rate

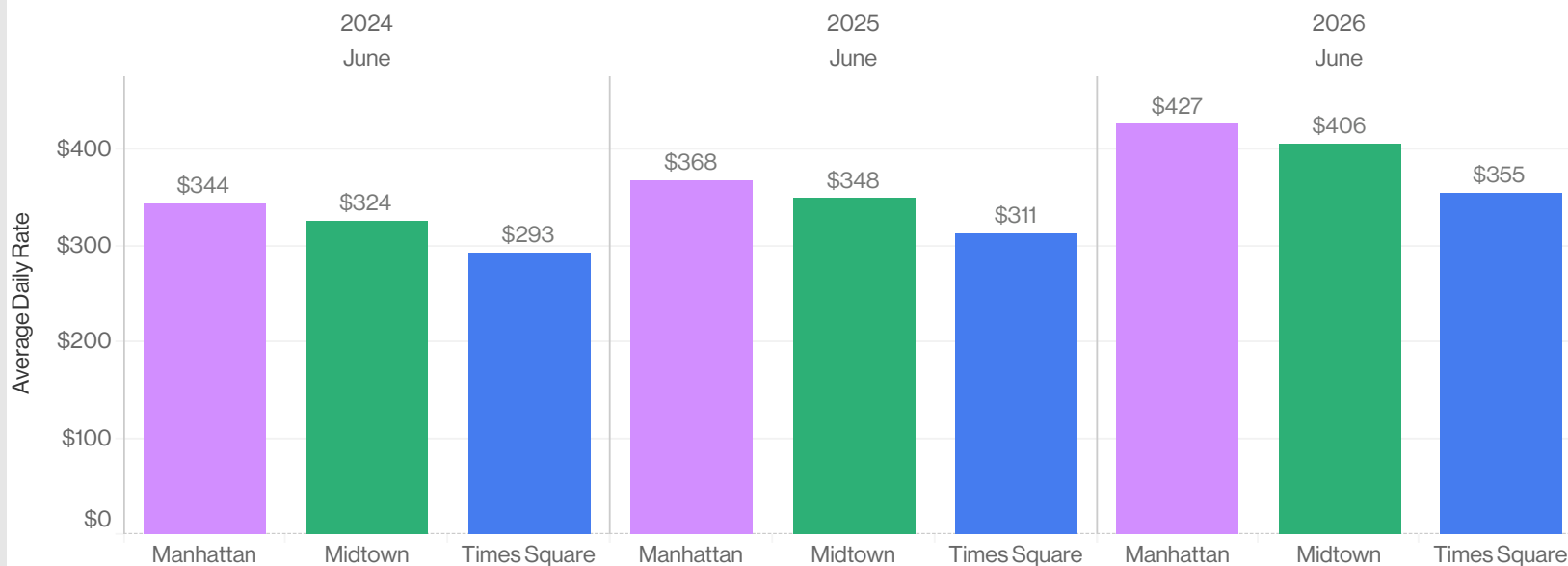
ADR % Change from 2025

▲ 14%

Occupancy



Average Daily Rate (ADR)





Year

2025

2026

\$32.0 Million

July 2026 Sales (weekly average)

Monthly Sales % Change from 2025

▼ -1%

264,876

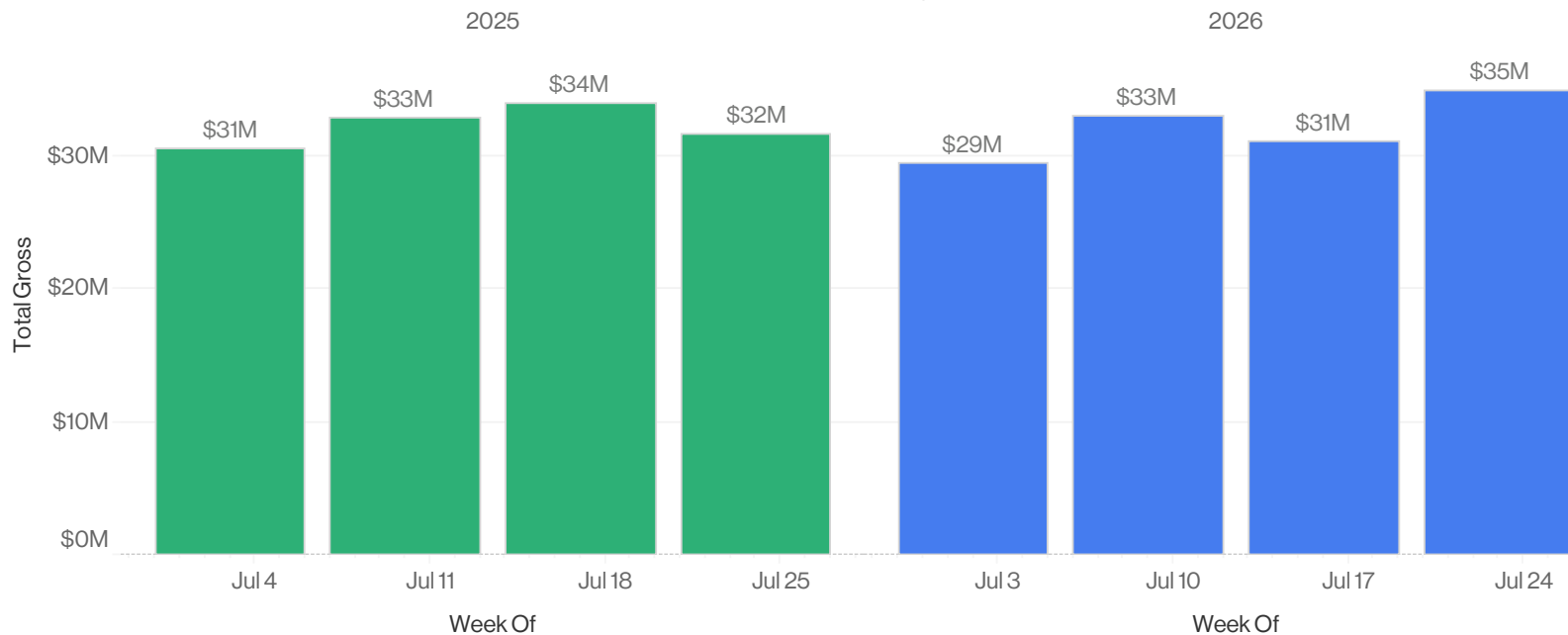
July 2026 Attendance (weekly average)

Attendance % Change from 2025

▲ 3%

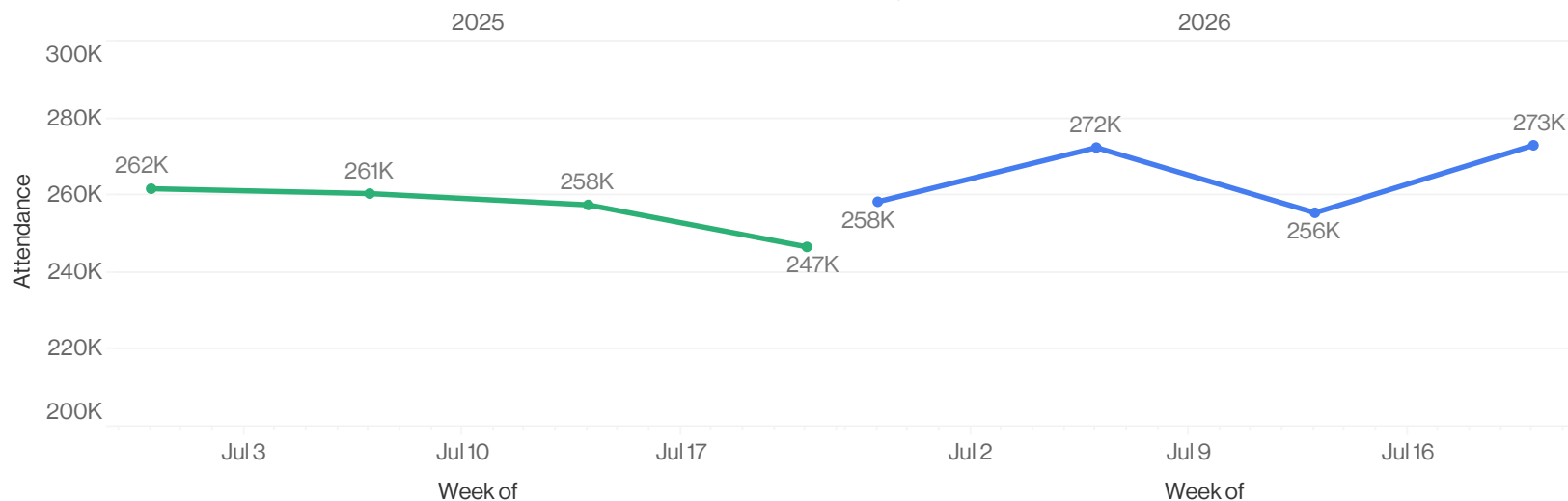
Weekly Broadway Gross Revenue

Week Ending



Weekly Broadway Attendance

Week Ending





Year
2024
2025
2026

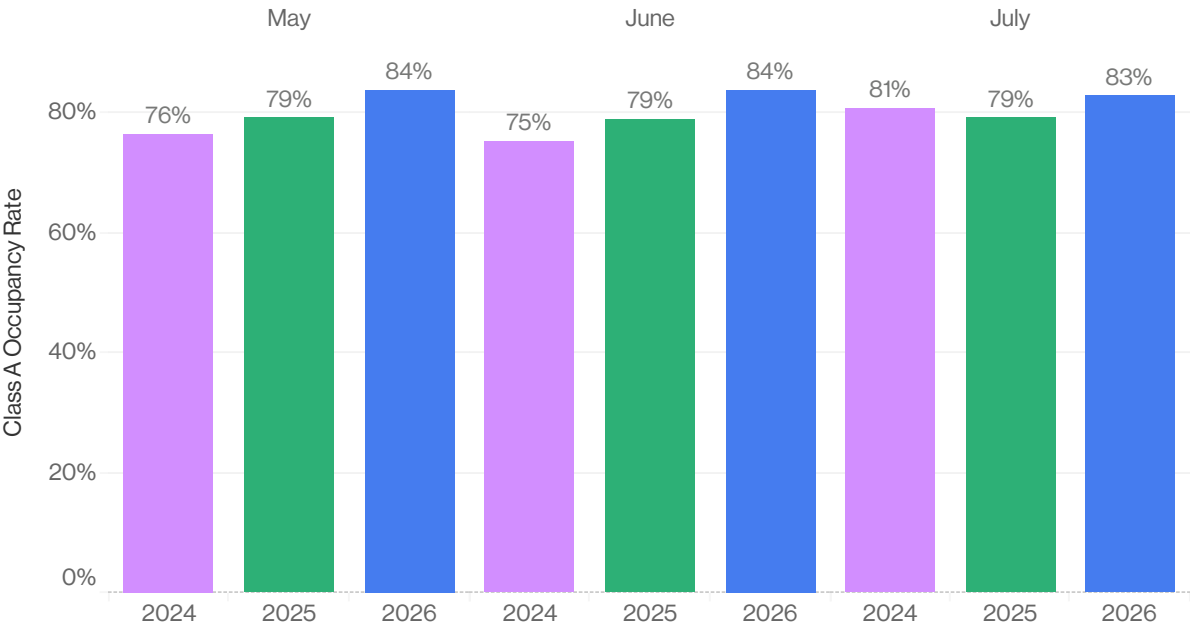
82.8%
July 2026 Occupancy
Rate

Monthly Occupancy %
Change from 2025
▲ 4%

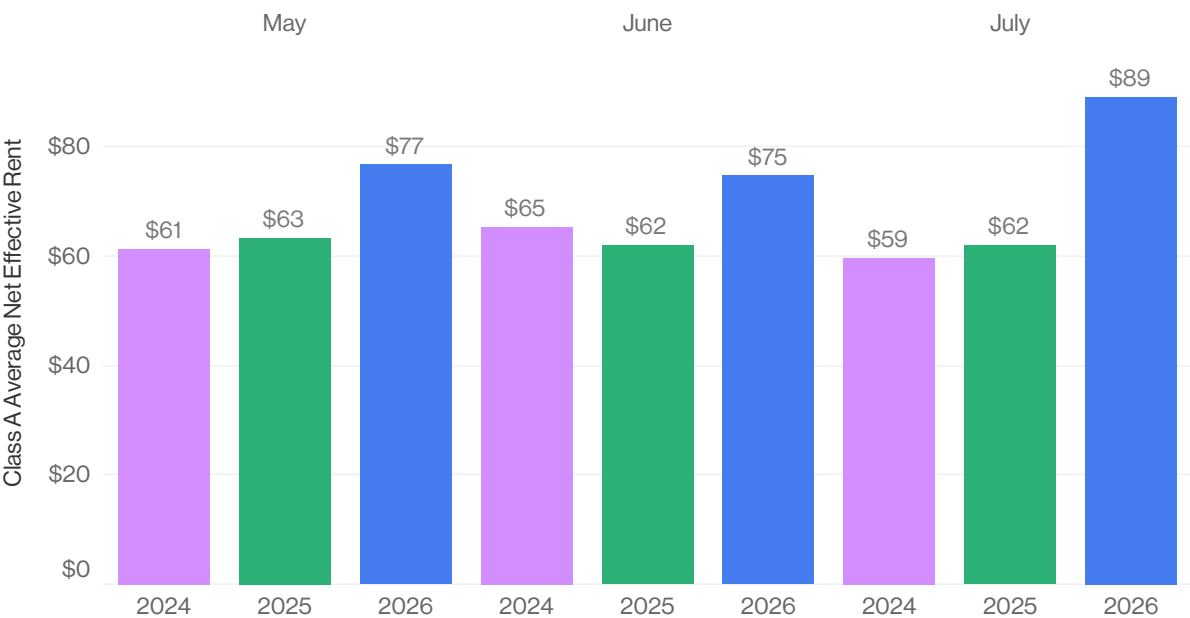
\$88.95
Net Effective Rent

NER % Change from
2025
▲ 43%
* 43% increase in NER is primarily due to 2
large Class A leases in July

Occupancy



Net Effective Rent (NER)





Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

11
Coming Soon

3
Open This Month

Openings and Coming Soon

