



Pedestrians

Hotels

Broadway

CRE

Retail

# Times Square Alliance Monthly Economic Indicator Report July 2026

\*JULY ACTIVITY UNLESS OTHERWISE INDICATED\*

## Key Indicators



**264,388**

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





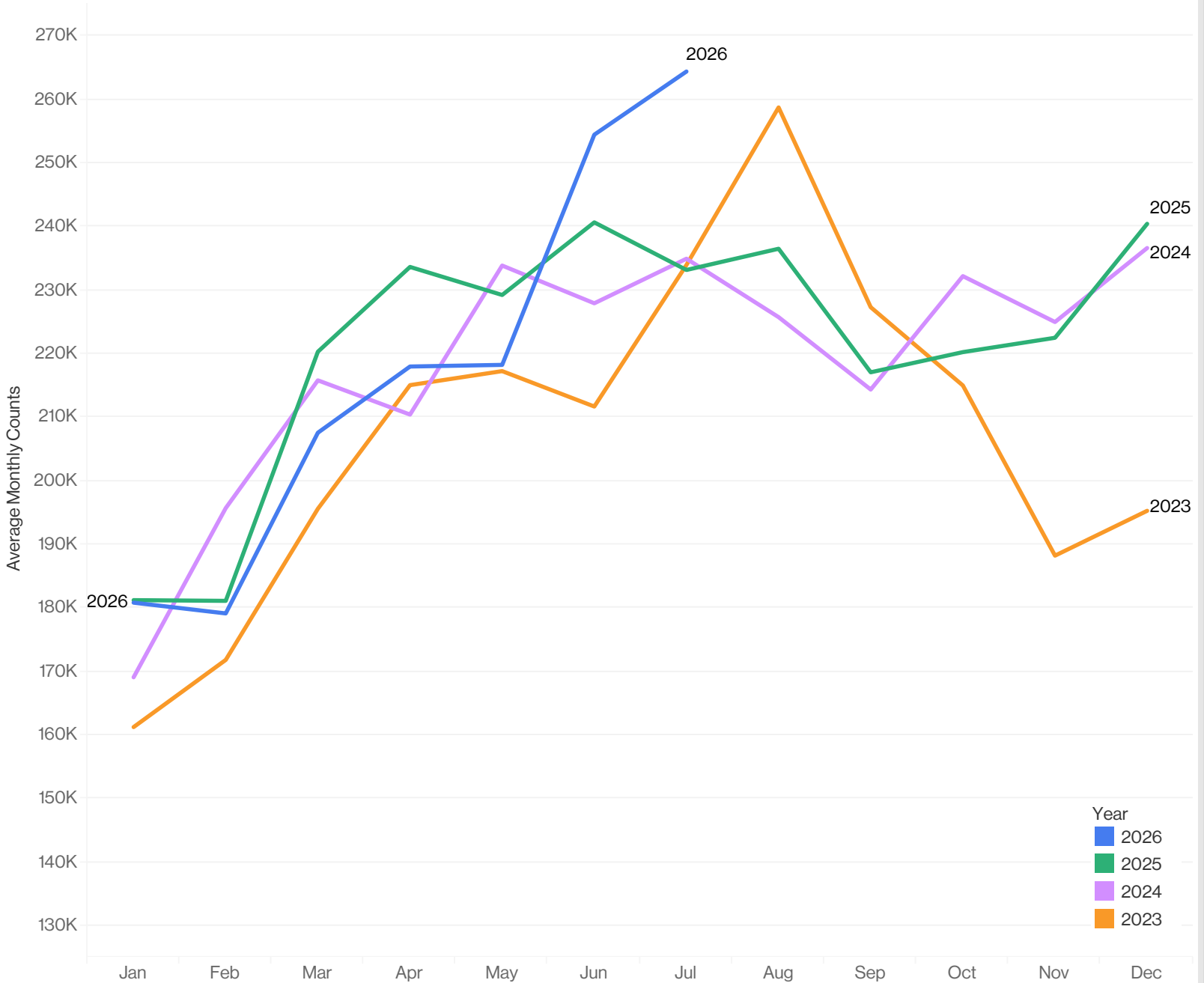
264,388

July 2026 Average Daily Pedestrians

% Change from 2025  
▲ 13%

% Change from 2024  
▲ 13%

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 **June 2026**.

Reporting Area

Manhattan

Midtown

Times Square

**85.2%**

June 2026 Occupancy Rate

Occupancy % Change from 2025

▼ -6%

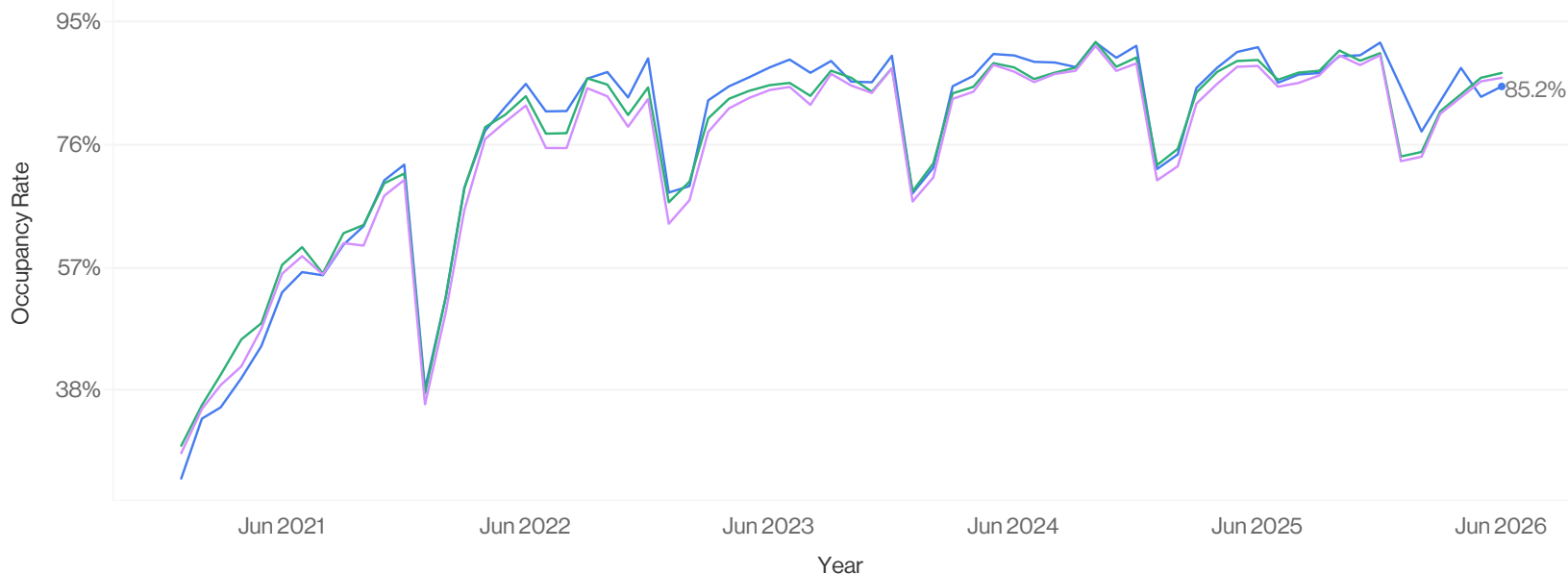
**\$354.91**

June 2026 Average Daily Rate

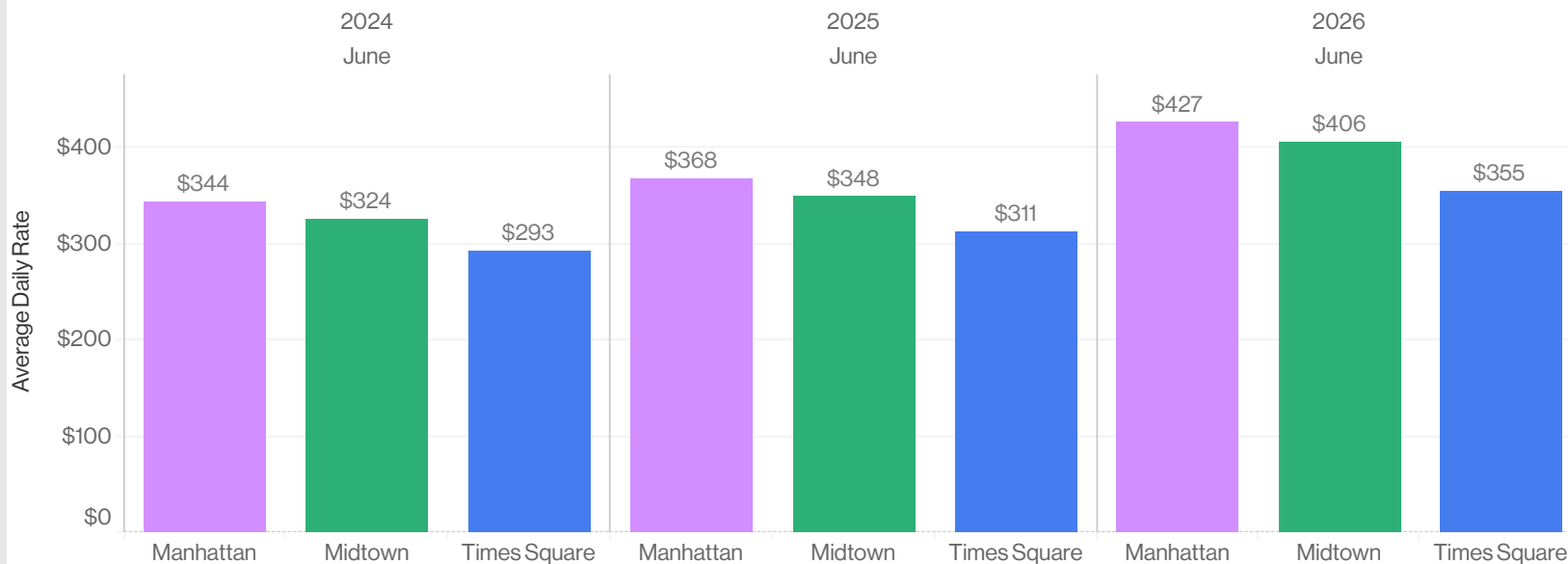
ADR % Change from 2025

▲ 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**

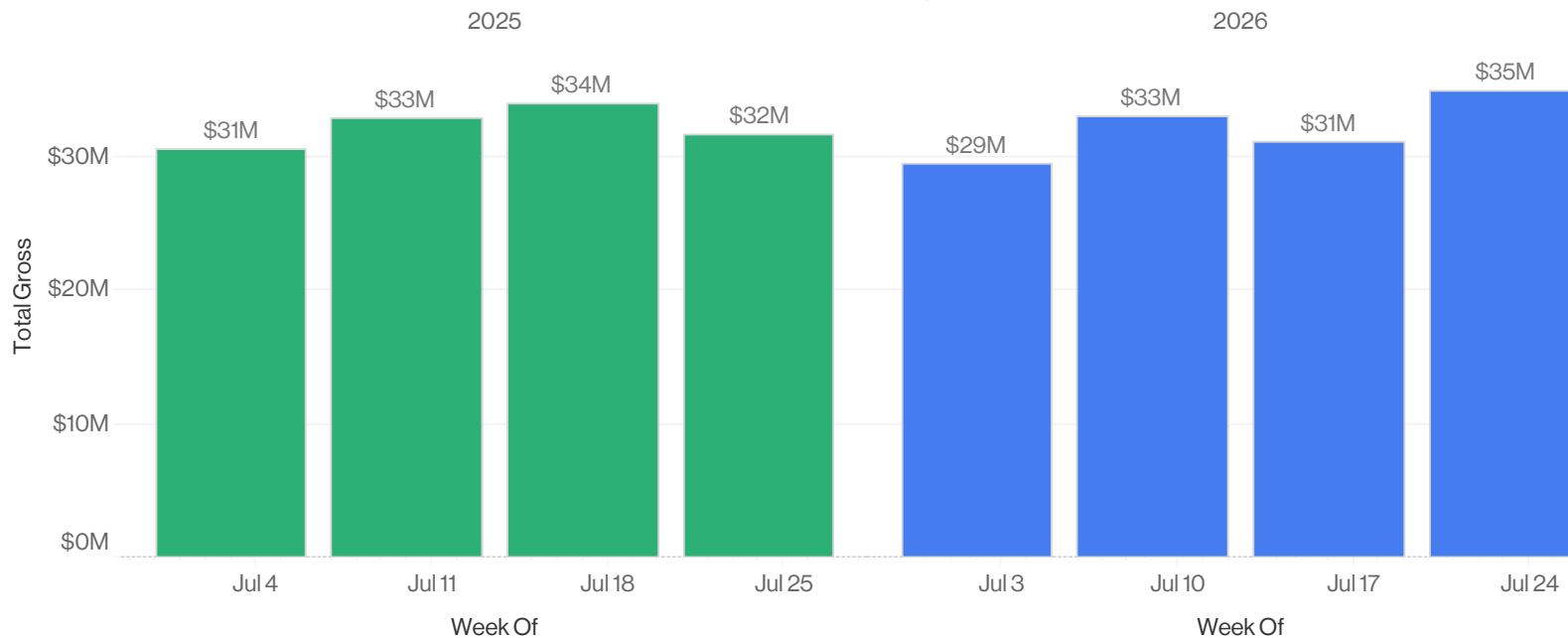
July 2026 Attendance (weekly average)

Attendance % Change from 2025

▲ 3%

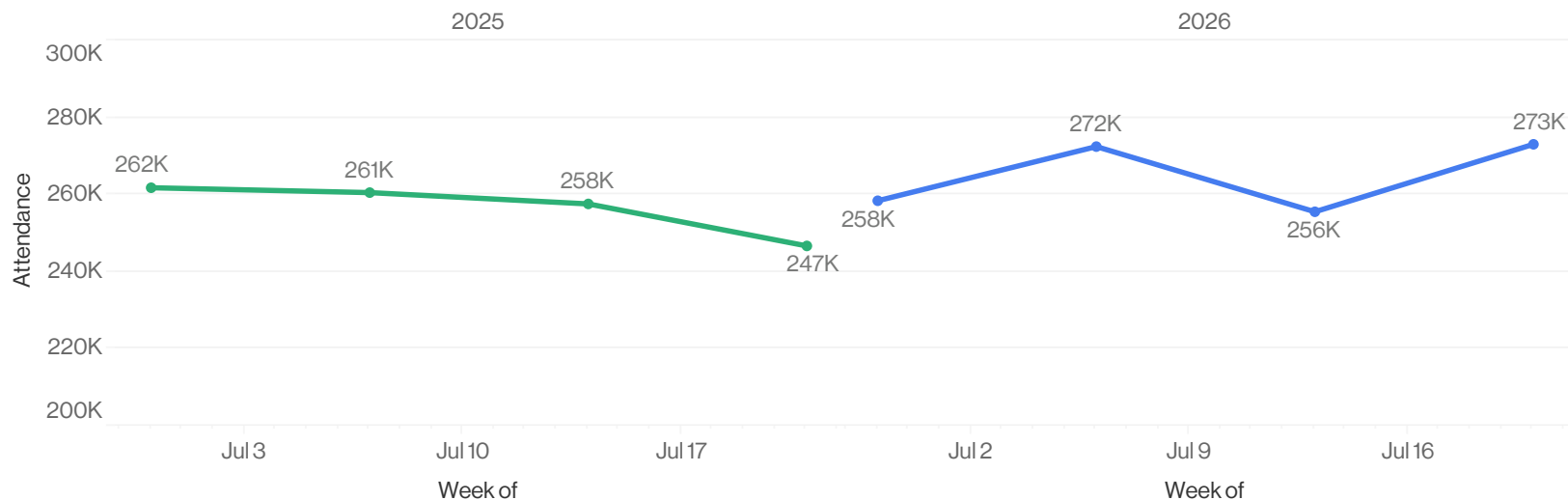
## Weekly Broadway Gross Revenue

Week Ending



## Weekly Broadway Attendance

Week Ending





Year

2024

2025

2026

**82.8%**  
July 2026 Occupancy  
Rate

Monthly Occupancy %  
Change from 2025

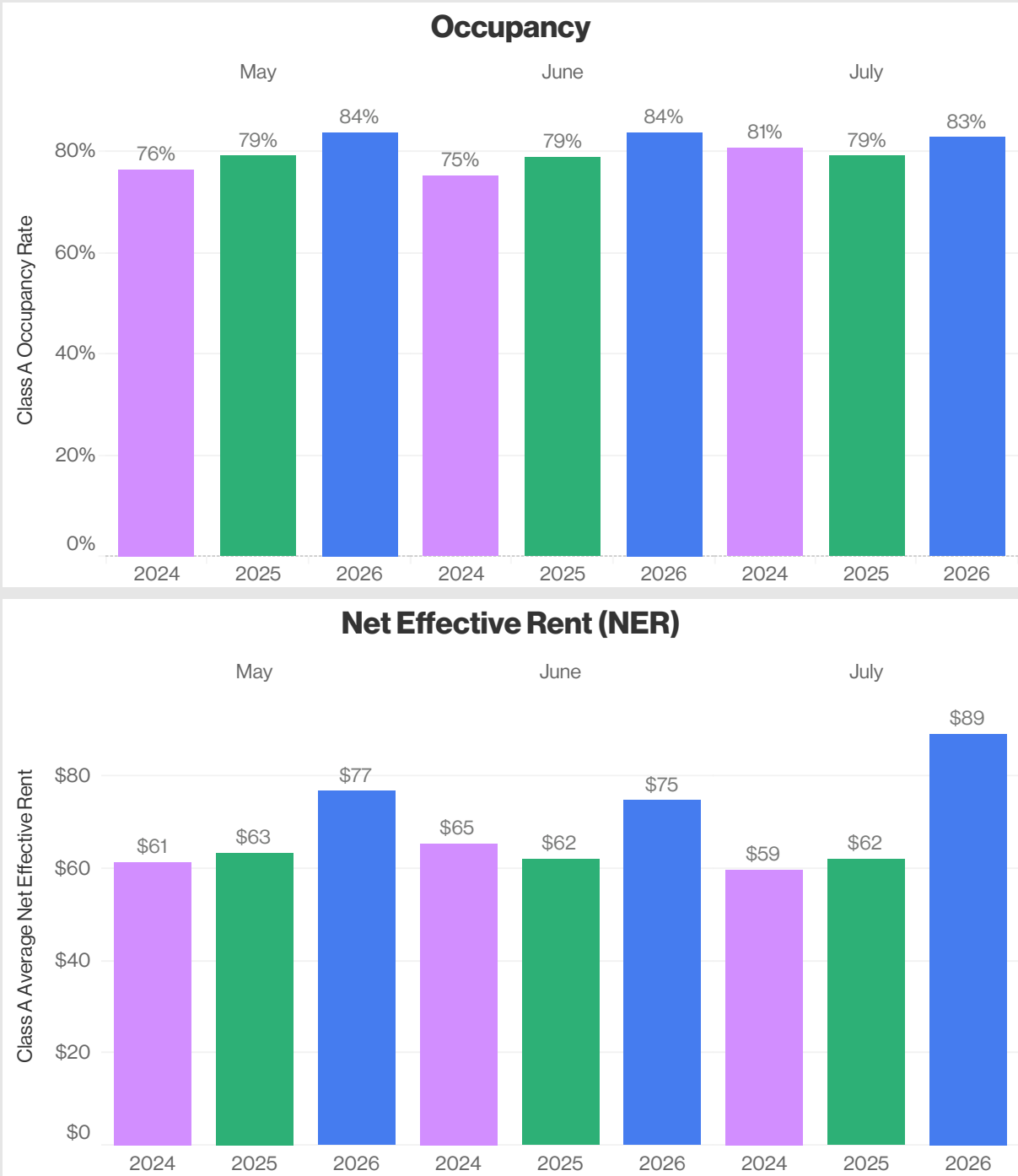
4%

**\$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





Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

**11**  
Coming Soon

**3**  
Open This Month

## Openings and Coming Soon

