



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report August 2026

AUGUST ACTIVITY UNLESS OTHERWISE INDICATED

Key Indicators



240,257

August 2026 Average Daily Pedestrians



88%

Storefront Businesses are Open



60,505

Total Signed SF

60,505 SF Direct



86.9%

July 2026 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail

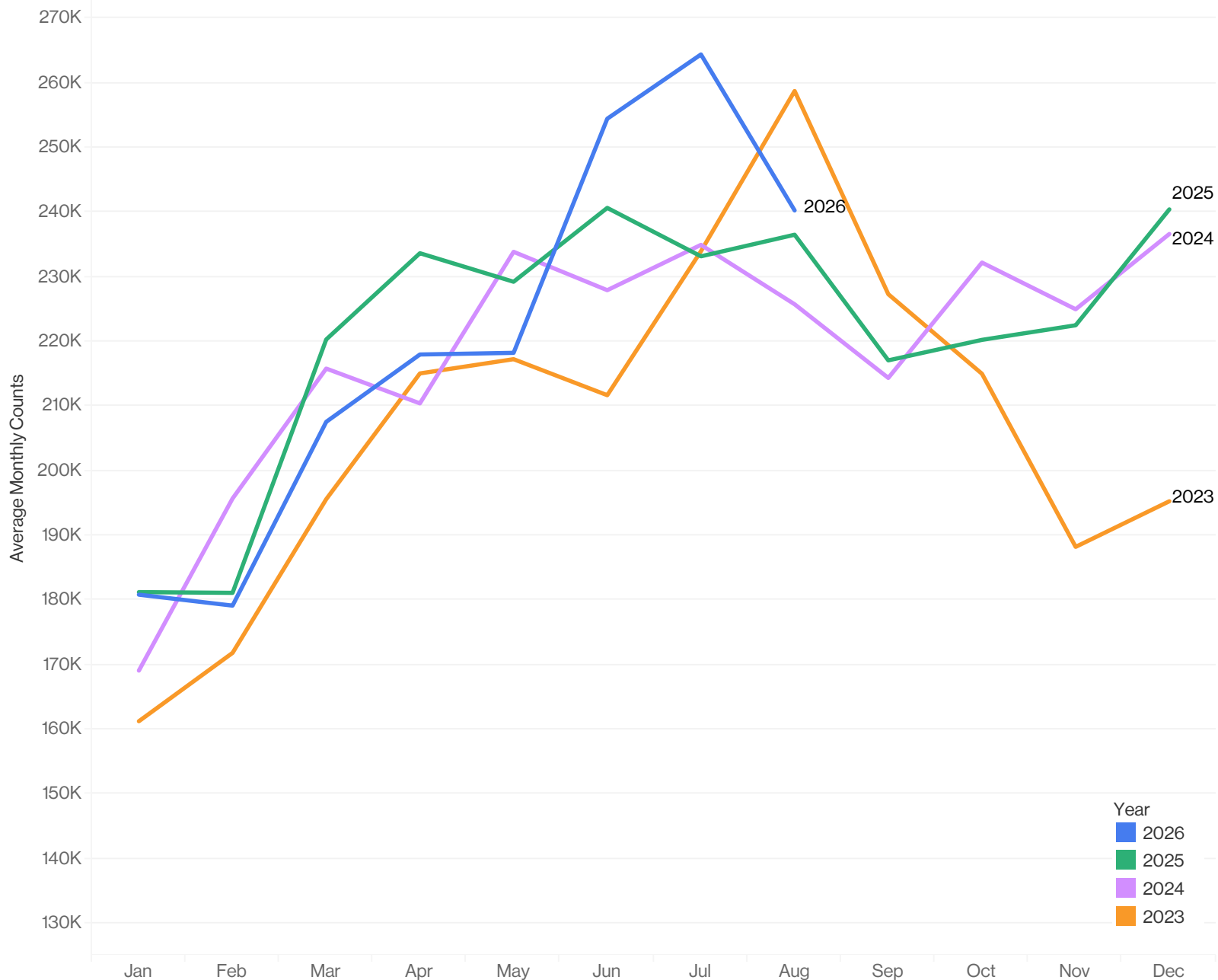


240,257
August 2026 Average
Daily Pedestrians

% Change from 2025
▲ 2%

% Change from 2024
▲ 6%

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 **July 2026**.

Reporting Area

Manhattan

Midtown

Times Square

86.9%

July 2026 Occupancy Rate

Occupancy % Change from 2025

▲ 1%

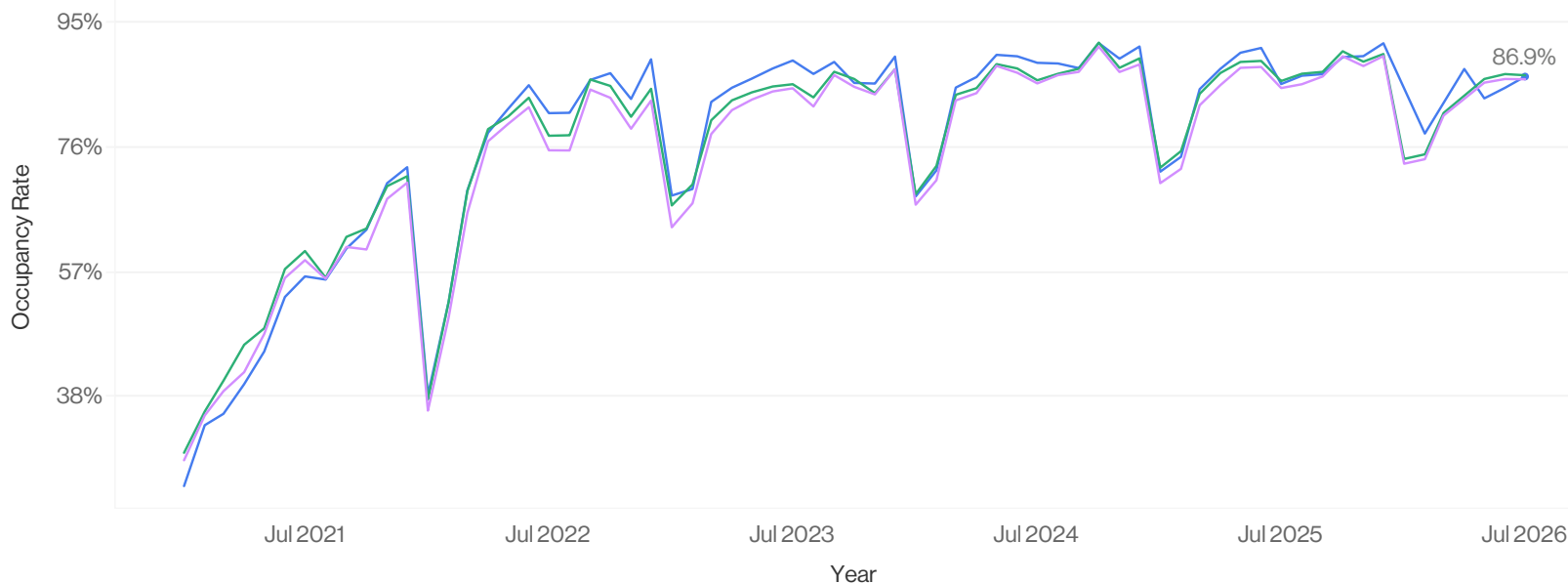
\$313.55

July 2026 Average Daily Rate

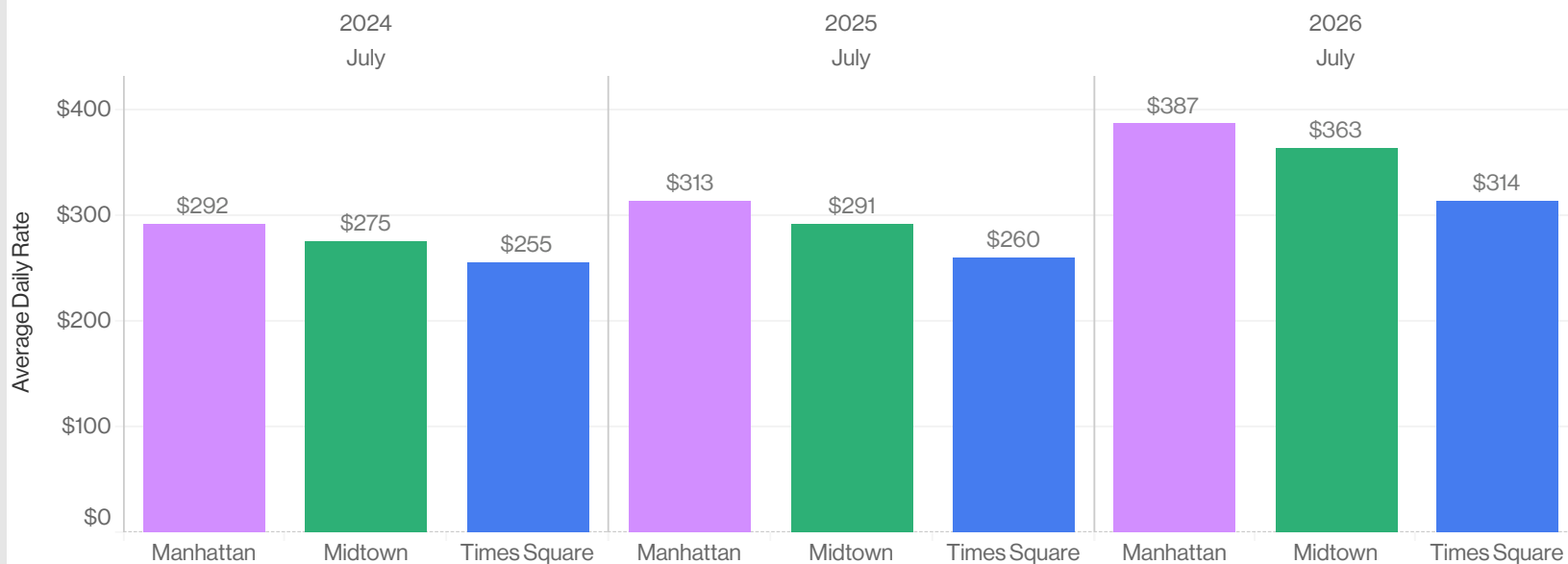
ADR % Change from 2025

▲ 21%

Occupancy



Average Daily Rate (ADR)





Year

2025

2026

\$29.0 Million

August 2026 Sales
(weekly average)

Monthly Sales % Change
from 2025

▼ -3%

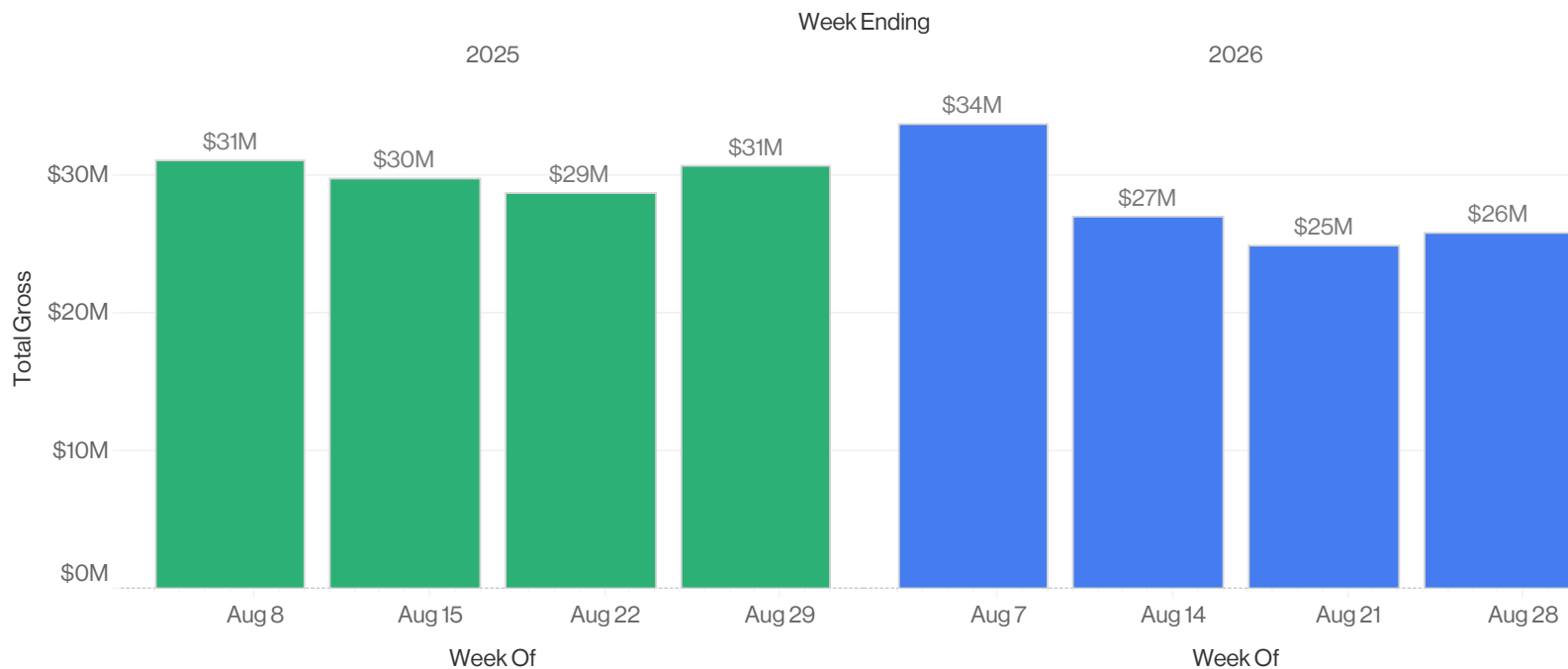
240,124

August 2026 Attendance
(weekly average)

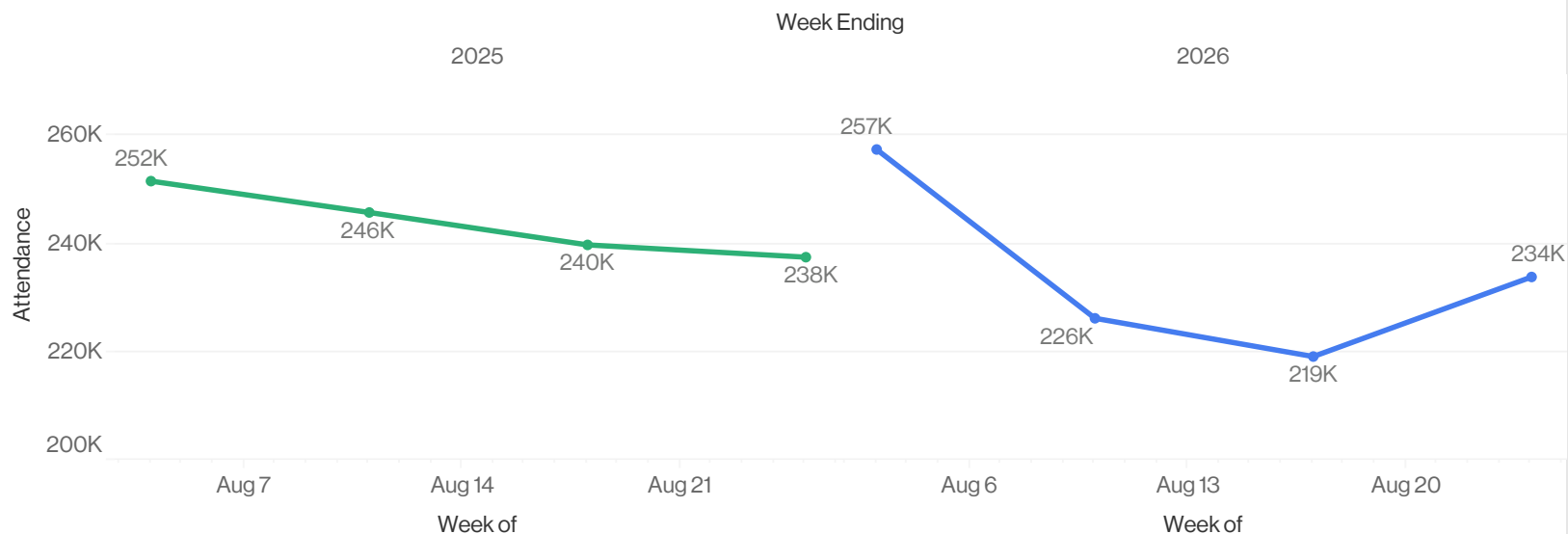
Attendance % Change
from 2025

▼ -1%

Weekly Broadway Gross Revenue



Weekly Broadway Attendance





Year
2024
2025
2026

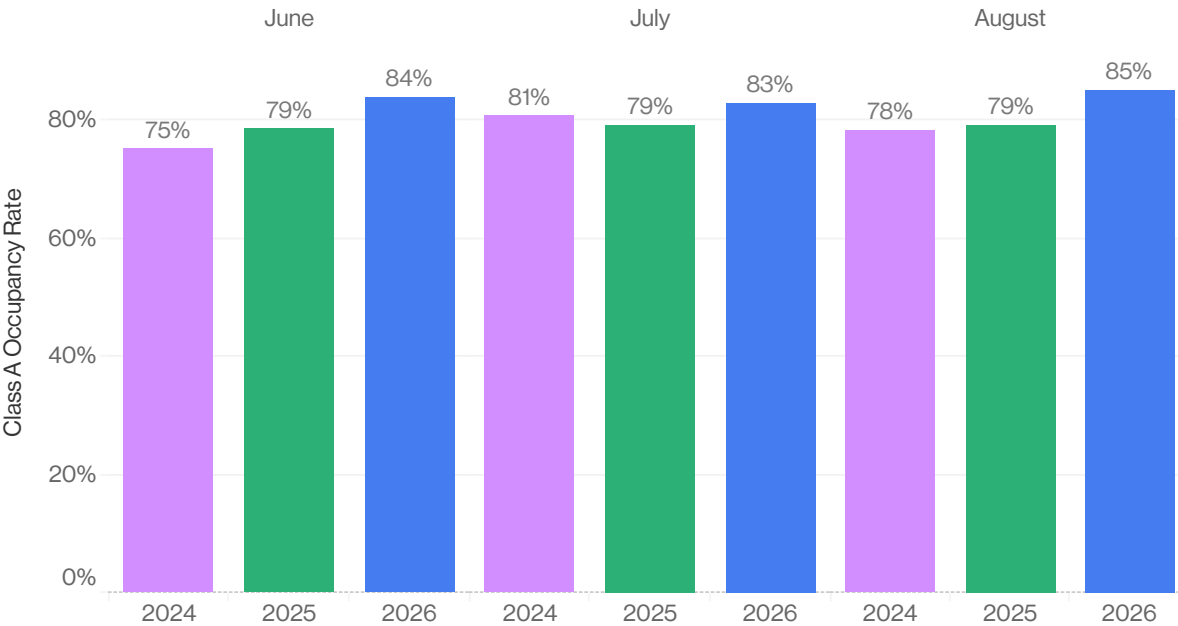
85.2%
August 2026
Occupancy Rate

Monthly Occupancy %
Change from 2025
▲ 6%

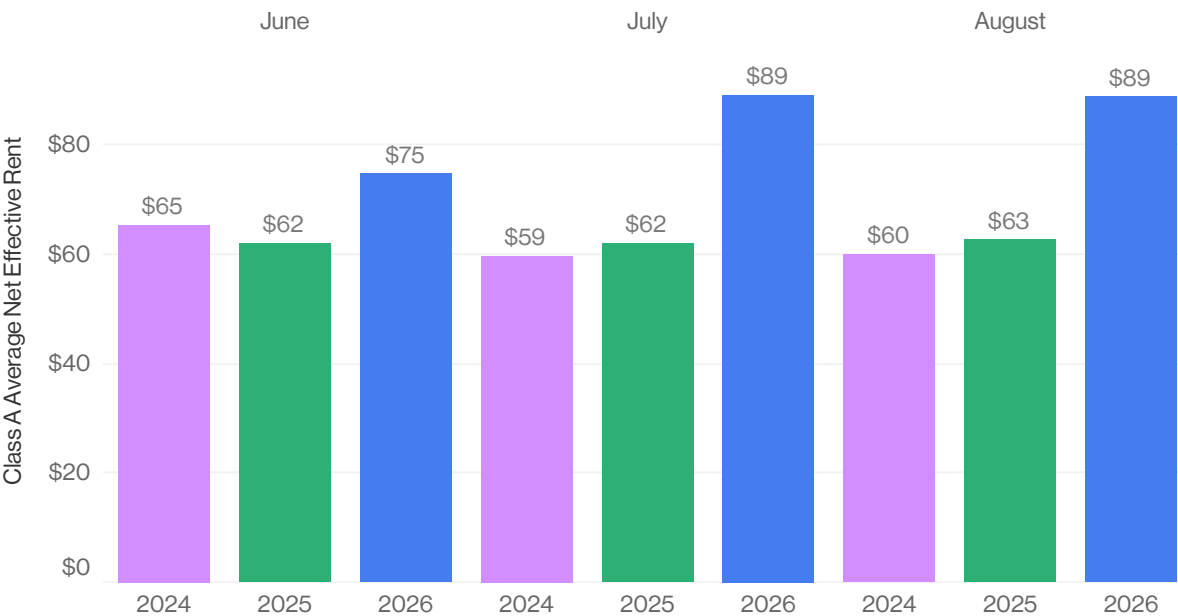
\$88.69
Net Effective Rent

NER % Change from
2025
▲ 42%
* 42% 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

9

Coming Soon

6

Open This Month

Openings and Coming Soon

