



Pedestrians

Hotels

Broadway

CRE

Retail

Times Square Alliance Monthly Economic Indicator Report September 2026

SEPTEMBER ACTIVITY UNLESS OTHERWISE INDICATED



Key Indicators



225,144

September 2026 Average Daily Pedestrians



88%

Storefront Businesses are Open



499,799

Total Signed SF

499,799 SF Direct



85.2%

August 2026 Hotel Occupancy





Economic Indicators Pedestrian Counts

Pedestrians

Hotels

Broadway

CRE

Retail



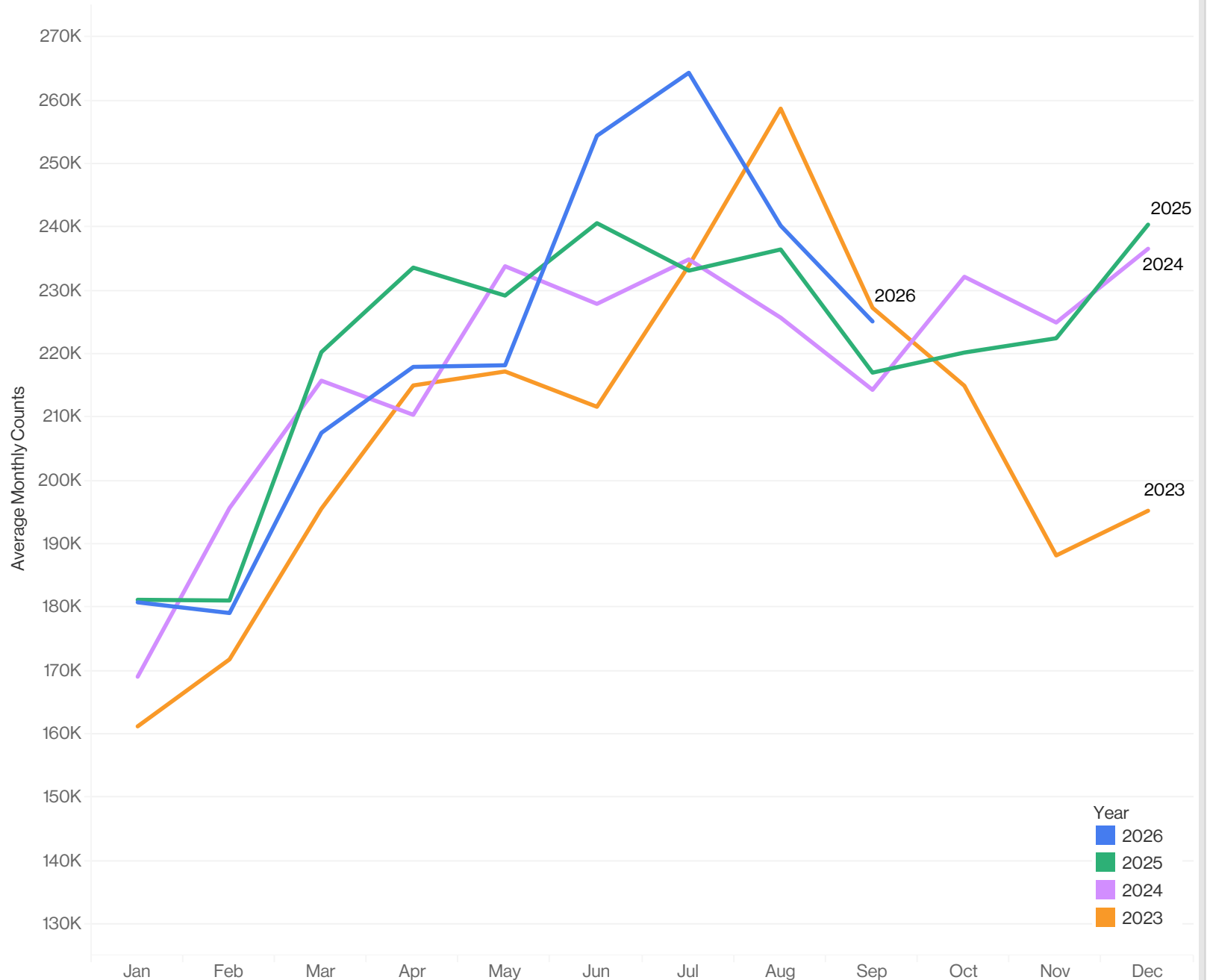
225,144

September 2026
Average Daily
Pedestrians

% Change from 2025
▲ 4%

% Change from 2024
▲ 5%

Average Daily Pedestrian Counts (Per Month)





Economic Indicators **Hotels**

Pedestrians

Hotels

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

Reporting Area

Manhattan

Midtown

Times Square

85.2%

August 2026 Occupancy Rate

Occupancy % Change from 2025

▼ -2%

\$239.72

August 2026 Average Daily Rate

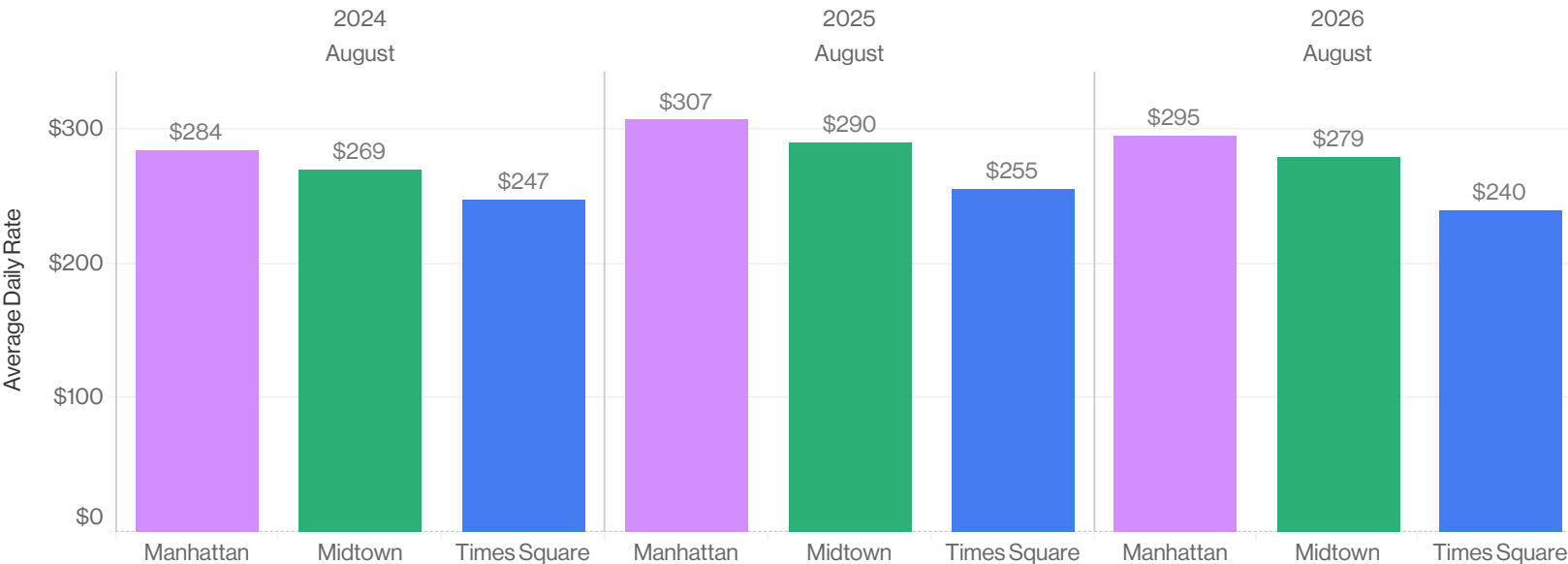
ADR % Change from 2025

▼ -6%

Occupancy



Average Daily Rate (ADR)





Economic Indicators Broadway

Pedestrians

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Year

2025

2026

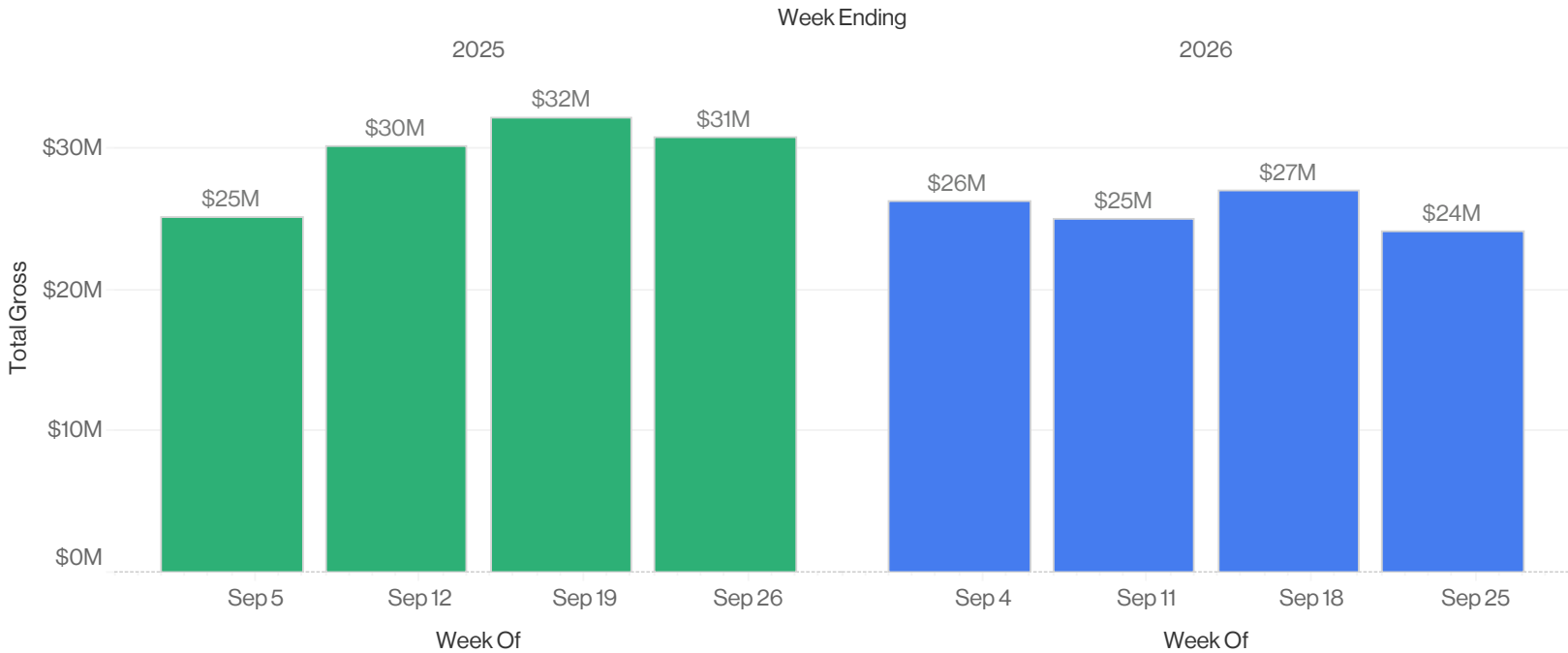
\$25.6 Million
September 2026 Sales
(weekly average)

Monthly Sales % Change
from 2025
▼ -3%

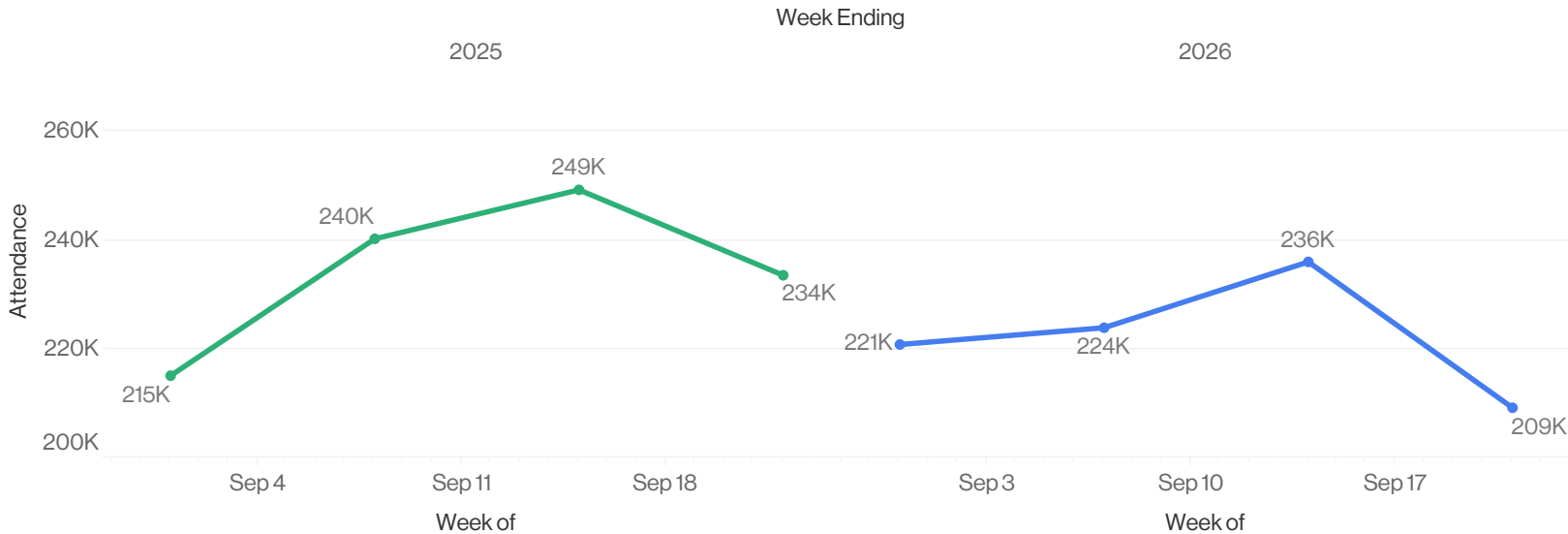
222,497
September 2026
Attendance (weekly
average)

Attendance % Change
from 2025
▼ -1%

Weekly Broadway Gross Revenue



Weekly Broadway Attendance





Economic Indicators Commercial Real Estate

Pedestrians

Hotels

Broadway

CRE

Retail



Year
2024
2025
2026

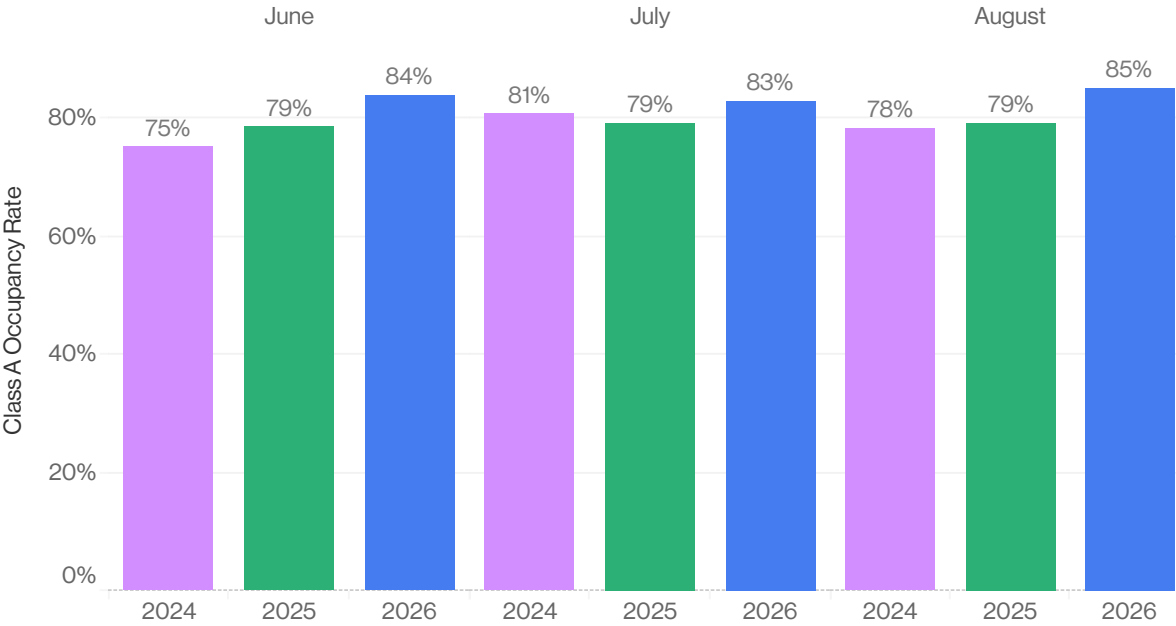
85.2%
August 2026
Occupancy Rate

Monthly Occupancy %
Change from 2025
▲ 5%

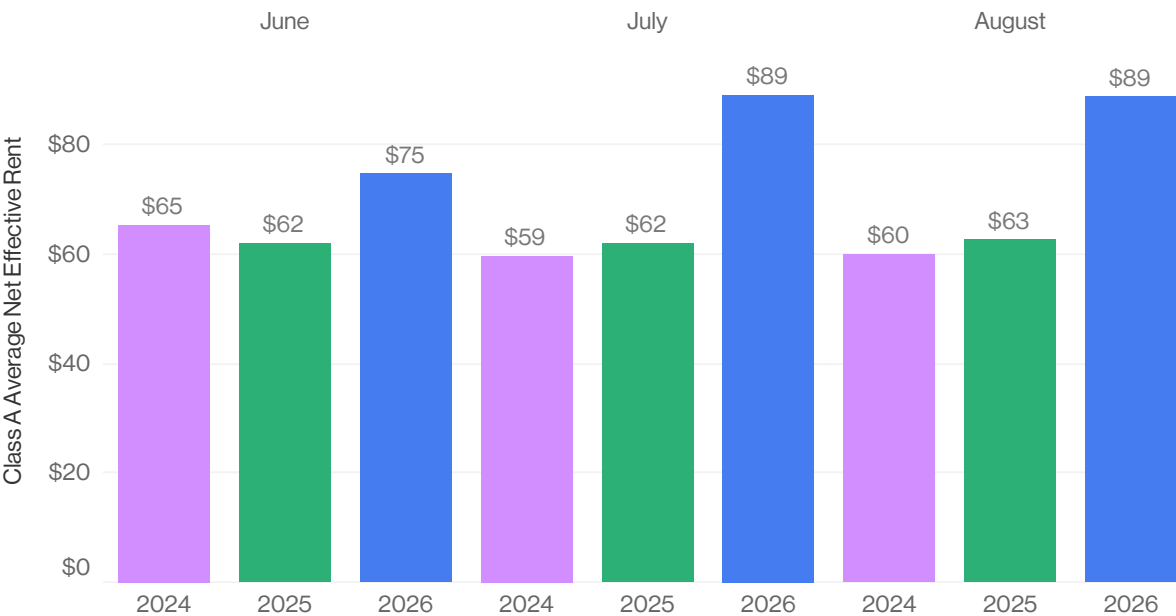
\$88.69
Net Effective Rent

NER % Change from
2025
▲ 63%
* 63% increase in NER is primarily due to
three large law firm renewals

Occupancy



Net Effective Rent (NER)





Type

- Entertainment
- ◆ Food & Beverage
- ★ Retail

Status

- Coming Soon
- Open

12

Coming Soon

5

Open This Month

Openings and Coming Soon

