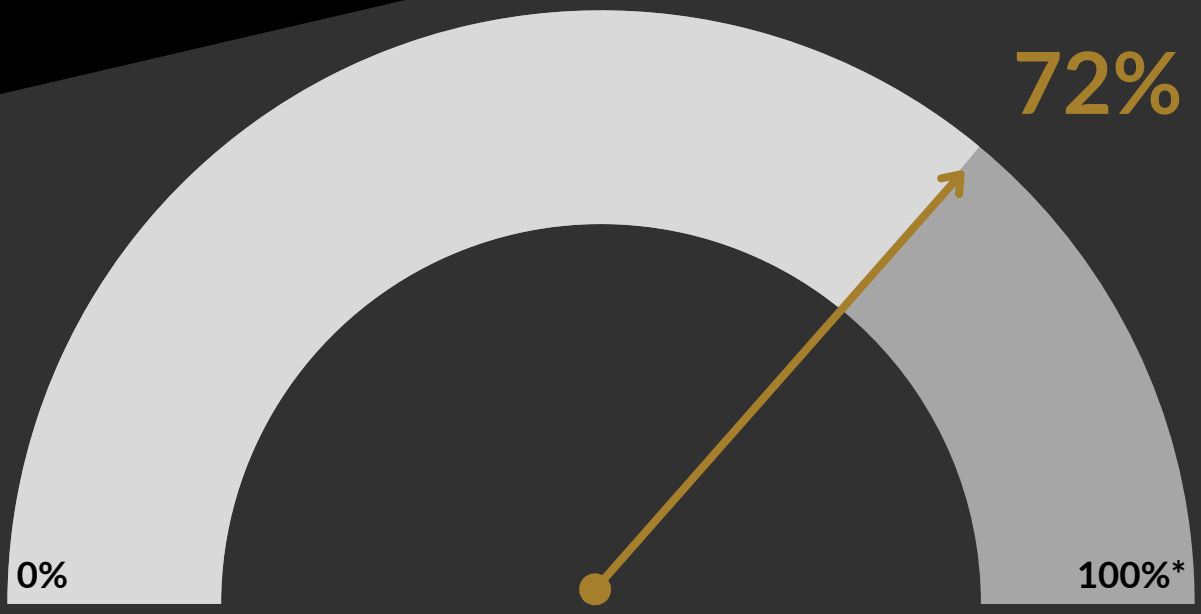
REBNY Research

Monthly Manhattan Office Building Visitation Report

July 2024



Average Manhattan office building visitation rate compared to 2019 baseline.

In this report we focus on monthly average visitation rate data for July 2024, with additional detail on the weekly visitation rate for July 2023, 2022, and 2019.

July 2024 Key Findings

- The average visitation rate for July was 72%, down from June's post-pandemic high of 77%.
- Visitation rates rose in the latter half of the month, reaching 78% without the Fourth of July week; Midtown surpassed 80%, and A+ properties averaged 93%.
- Our findings show that total device visits in July 2024 (15.2 million) rose by 10% year-on-year from July 2023 (13.9 million.)
- This July's 72% rate exceeded the 66% rate from July 2023.

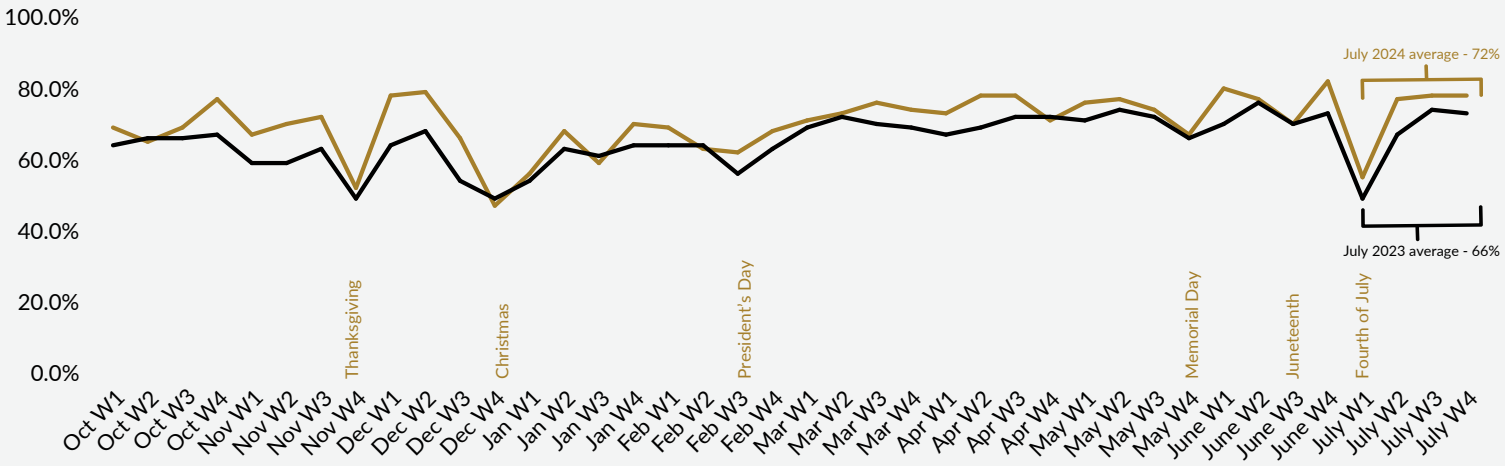
**Visitation rates are based on the average visitation rates for the period shown, compared to the average visitation rates for all of 2019 (excluding holiday weeks). These rates do not represent building occupancy, only building visitation, as buildings rarely reached full occupancy levels before the pandemic.*
*See **Methodology** for additional details.*

Summary

Following the record month of June, which posted a rate of 77%, the average visitation rate for July dipped to 72%. Visitation rates during the first week of July (the Fourth of July holiday) were only 55%. Excluding this week, the average visitation rate would have been 78%, a new record. Following trends from prior months, A+ property visitation rates were much higher than others, averaging 86%, even when including the first week of the month.

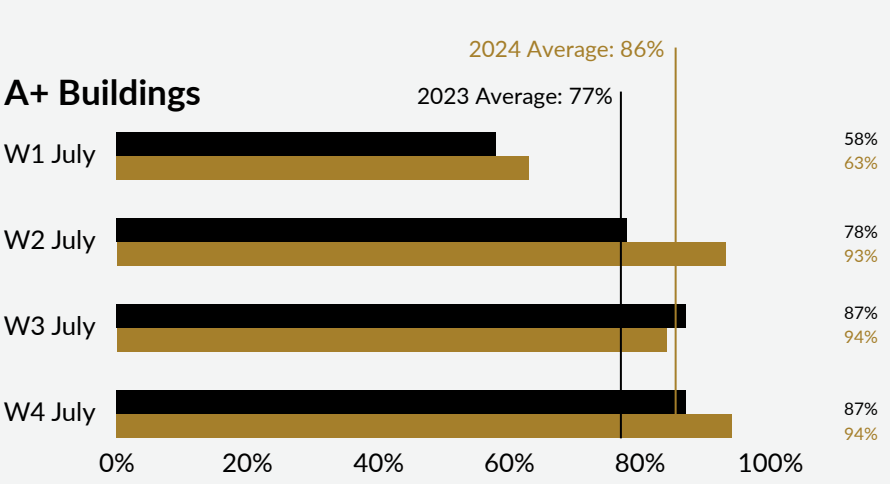
Average Visitation Rate

2022 - 2023 & 2023 - 2024

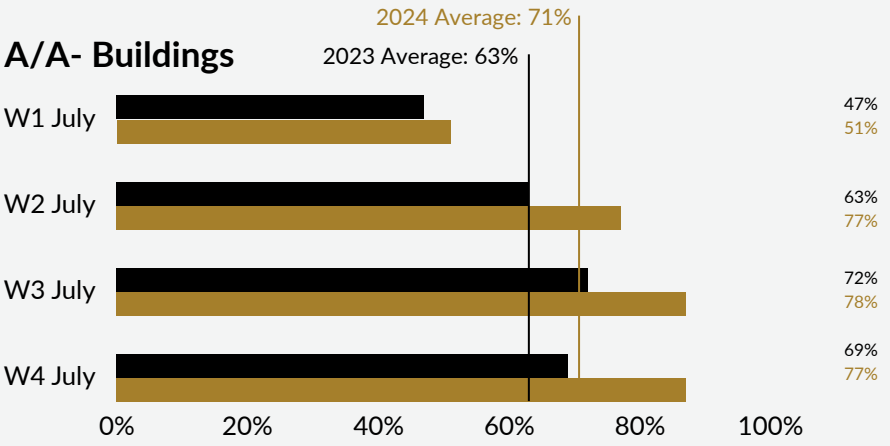


July Class Trends

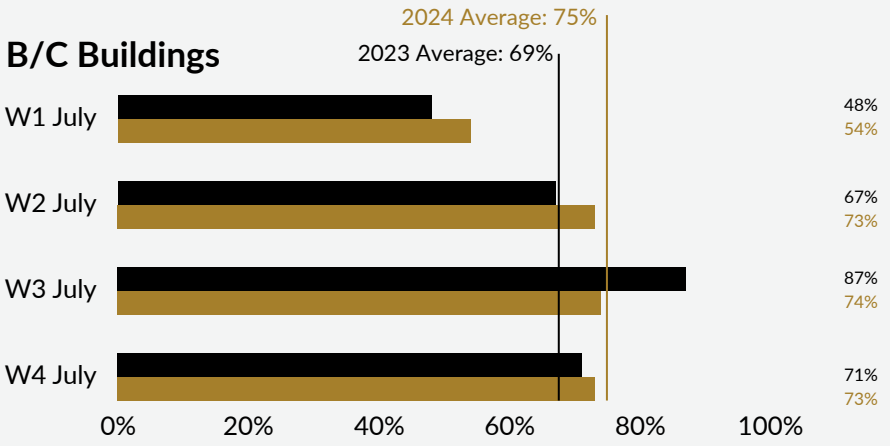
Visitation in all classes dropped in July but exceeded 90% in A+ buildings during the last three weeks of the month. A+ buildings posted a year-on-increase of nearly 10 percentage points, rising from 77% to 86%.



During July, visitation to A+ buildings averaged 86%. Visitation fell from 86% in June, but jumped from 77% in July 2023.



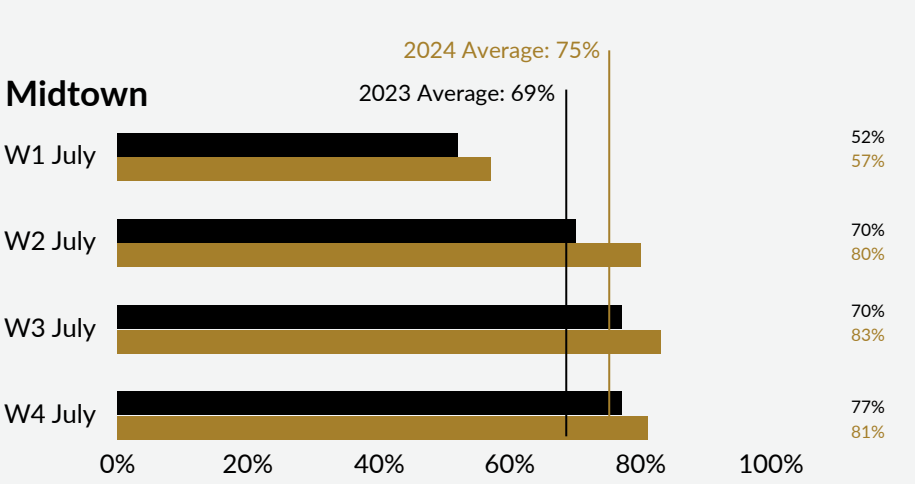
A/A- buildings averaged 71% during July, falling from 75% during June. Visitation rose from 63% in July 2023.



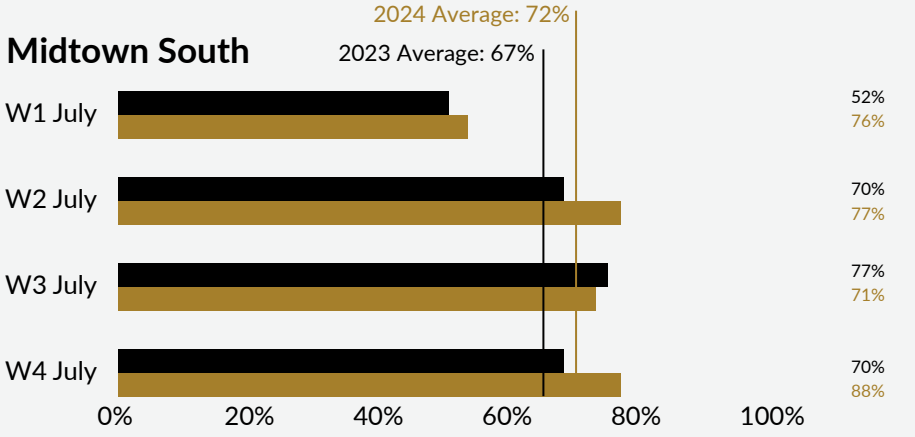
B/C building visitation decreased from 75% in June to 69% in July but increased from 68% in July 2023.

July Market Trends

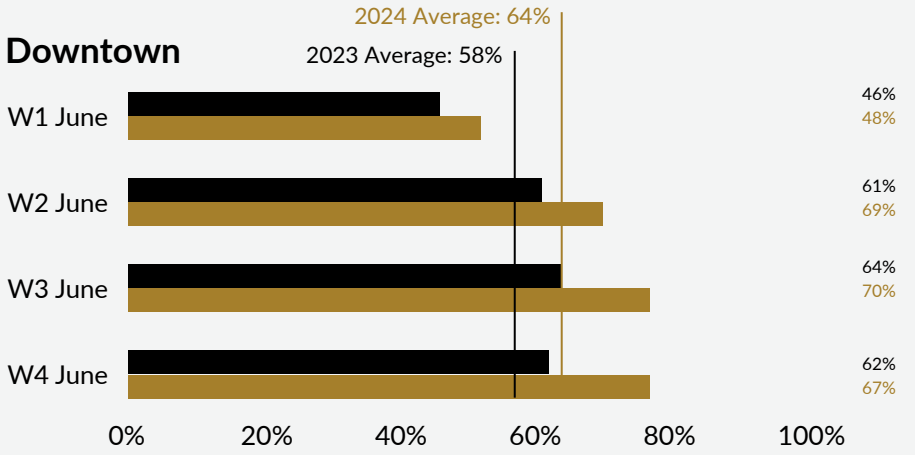
Excluding holiday weeks, average visitation in Midtown has exceeded 80% since the start of June. Midtown posted the highest visitation rate of 75%, just above 72% in Midtown, and well above 64% Downtown. This is the fifth straight month Midtown has had the highest rate.



The average visitation rate for Midtown fell from 81% to 75%. This year's rate was up from 69% a year ago.



Midtown South's rate was 72%, down from 78% in June, but up from 67% a year ago.



Downtown's average visitation rate dipped from 69% in June to 64% in July. The rate jumped from 58% in July 2023.

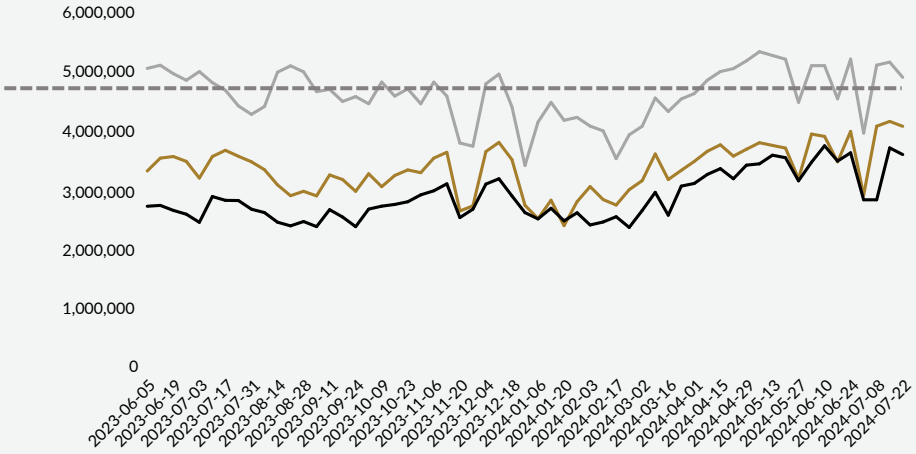
Visitation Rate Statistics

Average visitation rates declined from 77% in June to 72% in July.

The ratio of buildings with a monthly increase in visitation in July (214) relative to those with a decrease (135) was 1.58.* In comparison, this ratio for June was 2.55.

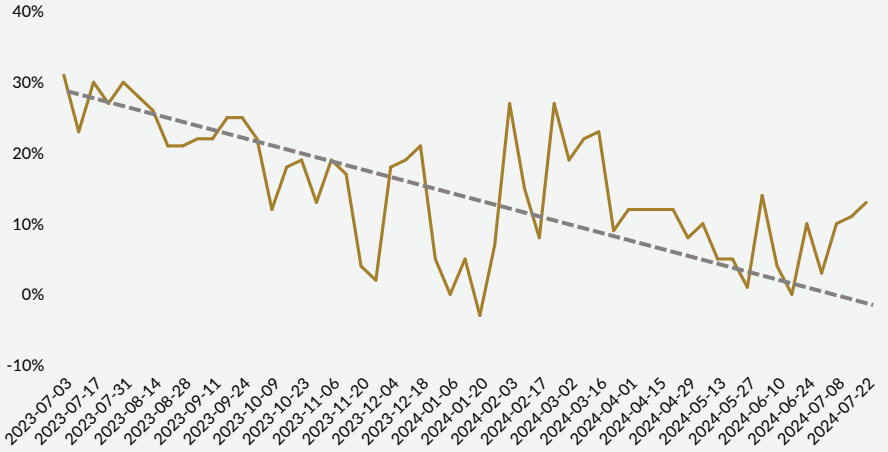
2019-2020
2022-2023
2023-2024

Weekly Device Visits Since Memorial Day



The average visitation rate is equal to the total number of weekly device visits in the time shown compared to the average weekly device visits during 2019 (excluding weeks with holidays.) The average weekly device visits for all properties and all classes in 2019 was 4.8 million.

Year-on-Year Change in Weekly Visitation
Since Memorial Day



Our findings show that the total device visits in July 2024 was 15.2 million, which rose by 10% year-on-year from July 2023, which posted 13.9 million device visits. Compared to July 2019 with 19 million device visits, there were 20% fewer visits this July.

*Based on a comparison of the last three weeks of July to the last three weeks of June.

Methodology

In this report, REBNY focuses on location intelligence for 350 Manhattan office buildings. Placer.ai leverages de-identified location data from a panel of 30 million mobile devices, upon which the company utilizes industry-leading AI and machine learning capabilities to make estimations about overall visits to any location.

Unless otherwise noted, total location visits for the four weeks during May were compared to average weekly device visits in 2019 (excluding holidays) and presented as a building visitation rate.

100% Manhattan office building visitation would equal building visitation even with average visitation rates in 2019 (excluding weeks with holidays) but is not the same as building occupancy of 100%.

The 350 office buildings in the report represent a diverse sample of the various types of office buildings in Manhattan, including Class A+, A, B & C buildings in Midtown, Midtown South, and Downtown. They have a combined square footage of 225 MSF, representing nearly 50% of Manhattan's office stock. This analysis does not yet account for significant changes to particular buildings during 2019 to 2024, such as major move-ins or move-outs; however, properties not yet completed by 2019 were excluded.

In prior reports, REBNY has used a same-period comparison, comparing quarterly visitation of 2023 and 2022 to the same period in 2019. Same-period comparisons for an entire quarter smooth out variations caused by holidays or other events occurring in an individual week.

For monthly and weekly comparisons, though, a same period comparison creates misleading average visitation rate trends: low-visitation volume weeks (such as Labor Day week) can have a higher visitation rate than high-visitation volume weeks (such as the second week of September) due to a much lower level of visitation for a particular week in 2019. For this reason, all rates in this report, and going forward unless otherwise stated, will be based on a comparison to the average weekly visitation rate in 2019 (excluding holiday weeks).

About Placer.ai: Placer.ai is a leading provider of accurate, reliable, accessible, and privacy-preserving compliant location analytics.