REBNY Research | 2023

Monthly Manhattan Office Building Visitation Report

October 2023

70%

0%   **100%***
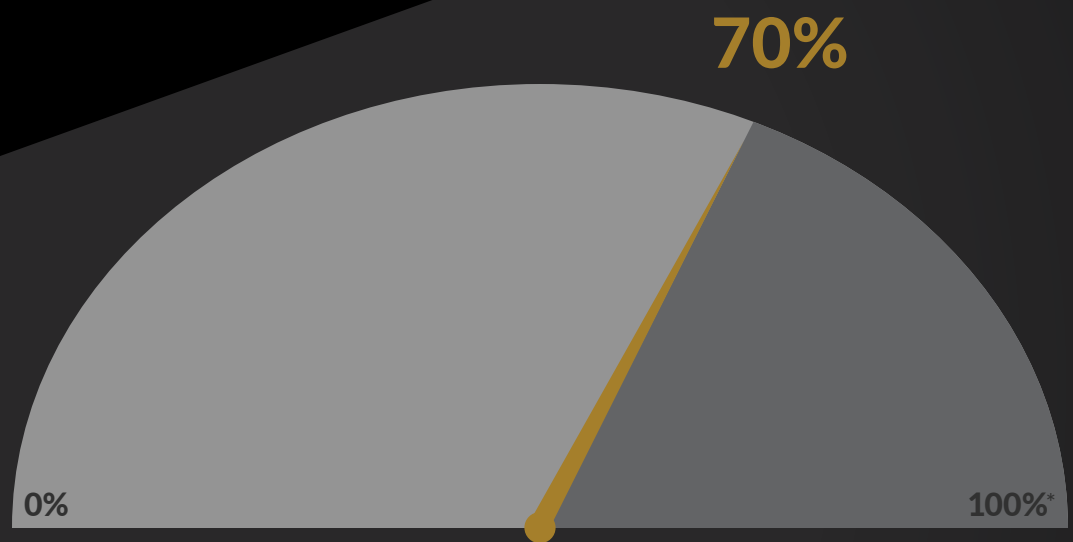
Average Manhattan office building visitation compared to 2019 baseline.

In this report we focus on monthly average visitation rate data for October 2023, with additional detail on the weekly visitation rate for October 2023, 2022, and 2019.
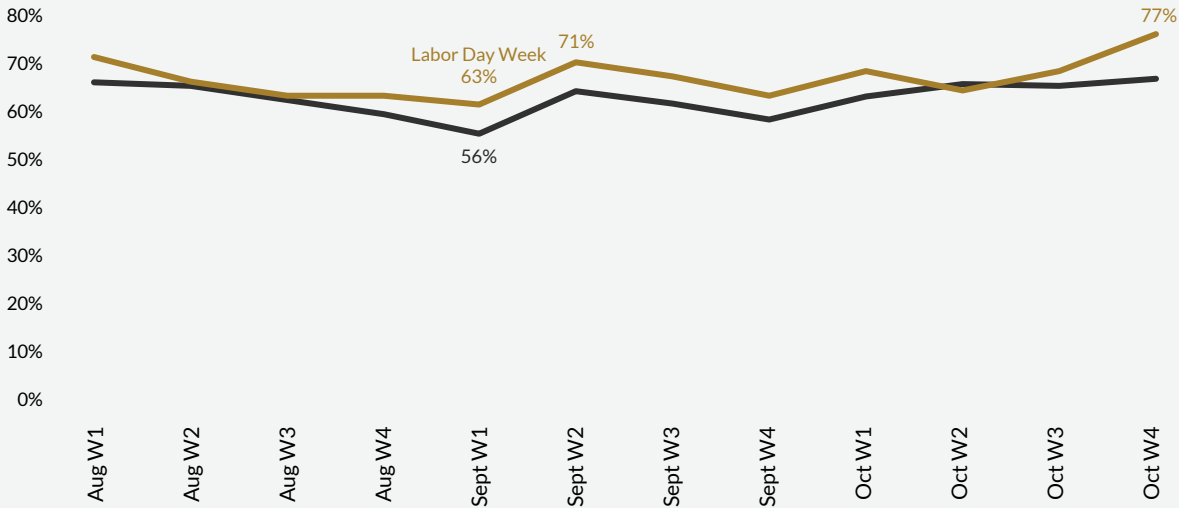
October 2023 Key Findings:

- The average visitation rate for October rose to 70%, up from 66% in September

- Average visitation rates this October (70%) exceeded the 66% average visitation rate in October of 2022

- Average visitation rates in October were the highest in A+ properties (74%), well above the 70% rate in A/A- and B/C classes.

- Average visitation rates in Midtown South (76%) and Midtown (71%) both rose from September. Downtown continued to lag, with a rate of 60% but did increase from September.

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). See **Methodology for additional details.*

Summary

The average visitation rate for October (70%) rose from September (66%) and spiked to 77% in the final week of October. The October rate would have been higher, but a decrease to 65% in the second week of the month pulled the monthly average down.

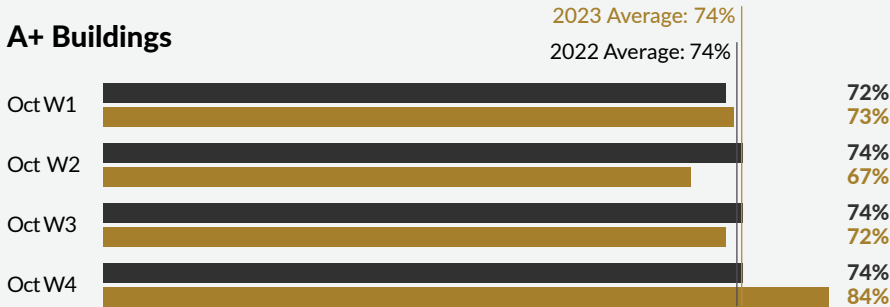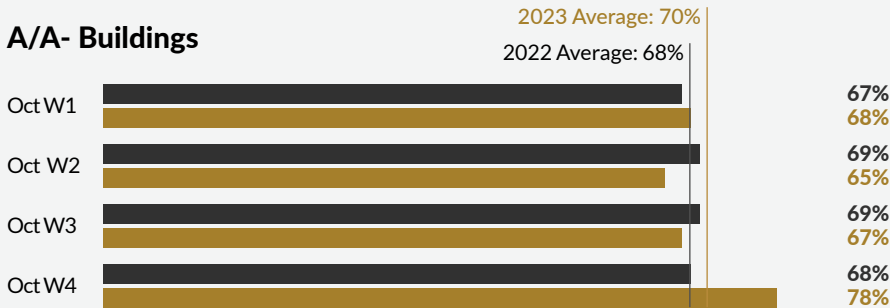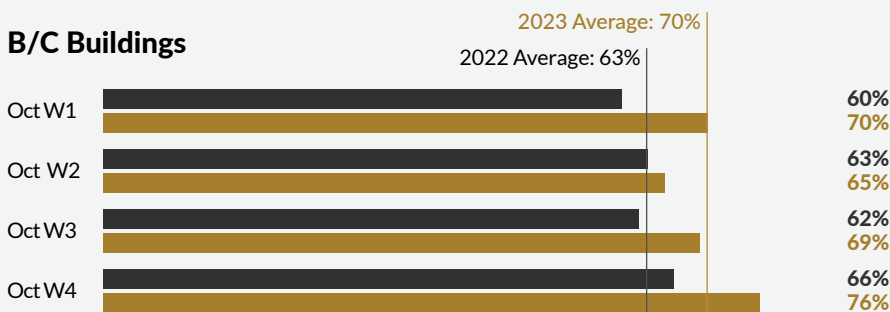**Average Visitation Rate**
2022 & 2023

2022 ■
2023 ■

Labor Day Week
71%
63%
56%
77%

80%
70%
60%
50%
40%
30%
20%
10%
0%

Aug W1 | Aug W2 | Aug W3 | Aug W4 | Sept W1 | Sept W2 | Sept W3 | Sept W4 | Oct W1 | Oct W2 | Oct W3 | Oct W4

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October Class Trends

Visitation in A+ buildings averaged 74% in October, exceeding the 70% rate in both the A/A- and B/C sector.

A+ Buildings

2023 Average: 74%
2022 Average: 74%

	2022	2023
Oct W1	72%	73%
Oct W2	74%	67%
Oct W3	74%	72%
Oct W4	74%	84%

During October, visitation in A+ buildings averaged 74%, with a sharp jump to 84% in the last week of the month. Visitation jumped from 67% in September. Of note, this October was on par with visitation in October of 2022.

A/A- Buildings

2023 Average: 70%
2022 Average: 68%

	2022	2023
Oct W1	67%	68%
Oct W2	69%	65%
Oct W3	69%	67%
Oct W4	68%	78%

A/A- buildings averaged 70% during October, peaking at 78% in the last week of October. Visitation jumped from 65% in September, but were up only slightly year-on-year.

B/C Buildings

2023 Average: 70%
2022 Average: 63%

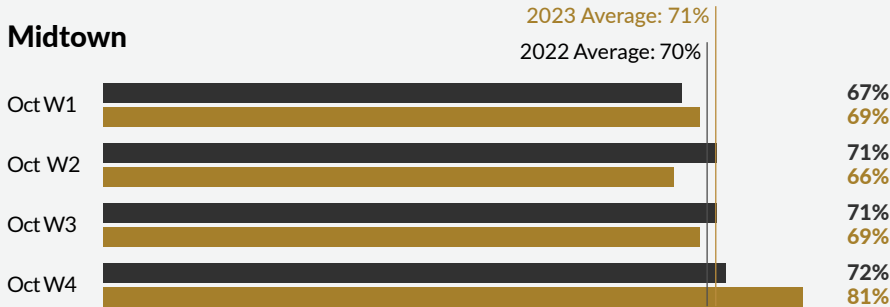|	2022	2023
Oct W1	60%	70%
Oct W2	63%	65%
Oct W3	62%	69%
Oct W4	66%	76%

B/C buildings rose from 67% in September to 70% in October. Of note, though, the year-on-year increase from 63% in October of 2022 was by far the largest among the three classes.

Market Trends

Following trends seen in the first half of 2023, Midtown South (with an average visitation rate of 76%) outperformed Midtown (71%). Downtown (60%) continues to lag.

Midtown

2023 Average: 71%
2022 Average: 70%

|		
Oct W1		67% / 69%
Oct W2		71% / 66%
Oct W3		71% / 69%
Oct W4		72% / 81%

The average visitation rate for Midtown rose from 65% in September to 71% in October. The average visitation rate was below 70% during the first three weeks of October, but spiked to 81% in the final week. The visitation rate rose only slightly from 70% in October of 2022.

Midtown South

2023 Average: 76%
2022 Average: 65%

Oct W1		63% / 77%
Oct W2		66% / 70%
Oct W3		64% / 76%
Oct W4		68% / 82%
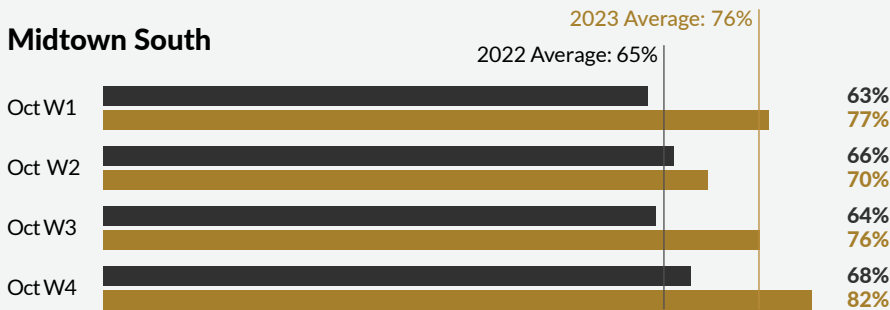
Midtown South posted the highest average during October (76%), rising from 74% in September. The average visitation rate was up significantly from 65% in October of 2022.

Downtown

2023 Average: 60%
2022 Average: 55%

Oct W1		55% / 62%
Oct W2		55% / 57%
Oct W3		55% / 58%
Oct W4		55% / 64%
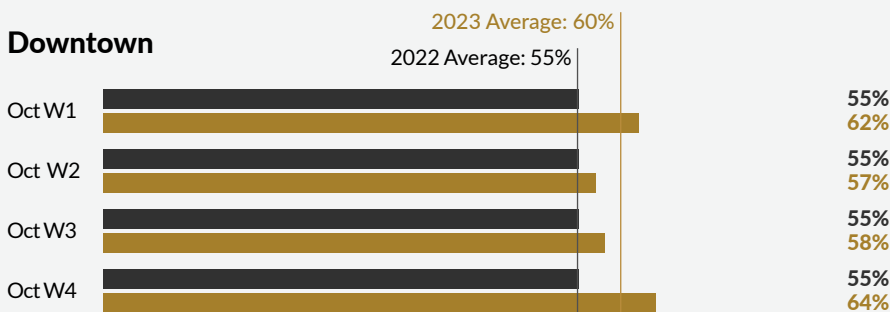
Downtown's average visitation rate rose from 58% to to 60% and rose from 55% in October of 2022.

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Visitation Rates Statistics

Average visitation rates rose to 70% in October, jumping from 66%. The average visitation rate had fallen slightly in September, due largely to slower visitation during Labor Day week.

**Weekly Device Visits Since Memorial Day**
2019, 2022 & 2023

2019 Weekly Average, excluding holidays: 4.1 M

2.5M

3.1M
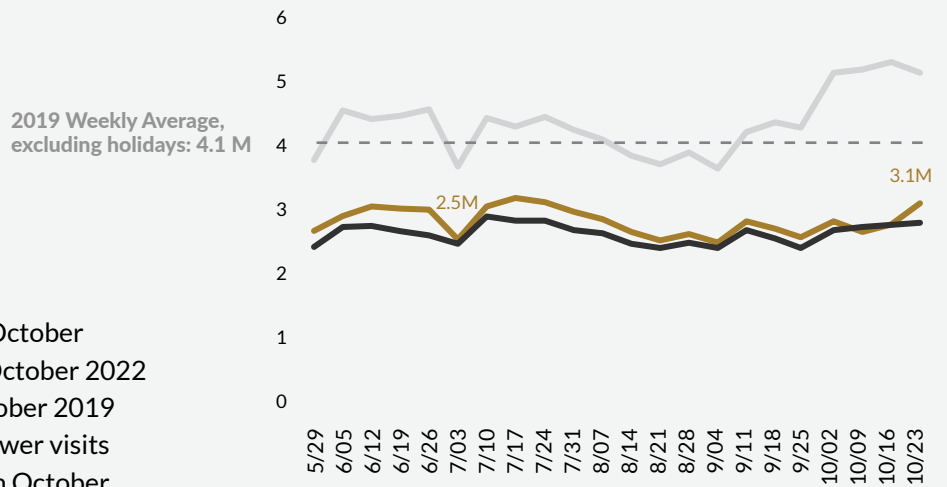
Our findings show that total device visits in October (11.4 million rose by 5% year-on-year from October 2022 (10.8 million device visits). Compared to October 2019 (20.1 million device visits) there were 45% fewer visits this October. There was one more workday in October than in September due to Labor Day.

The average visitation rate is equal to the total number of weekly device visits in the time period shown compared to the average weekly device visits during 2019 (excluding weeks with holidays). The average in weekly device visits in 2019 was 4.1 million. Measured this way, the average visitation rate rose from 64% to 69%.

Change in Week-on-Week Visitation
2022 vs. 2023

15.6%

-3.1%
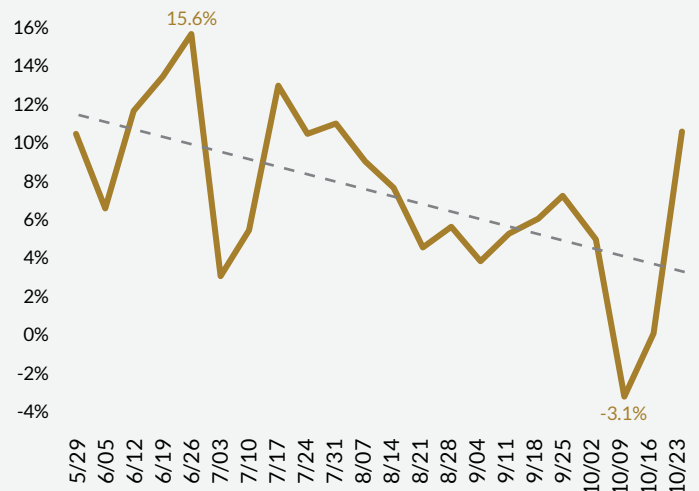
Methodology

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 October are 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 2023, 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 Q2 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.

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