

Monthly Visitor Report Meatpacking District

Weeks this month = 4

Weeks last month = 4

Arrivals by Zone

	This Month	Previous Month	MoM Change	MoM % Change	Last Year	YoY Change	YoY % Change
Total Movements	5,429,466	6,686,100	-314,159	-18.8%	4,716,233	365,140	13.0%
District Entry	1,038,742	1,334,269	-73,882	-22.1%	936,063	63,955	10.5%
Gansevoort Plaza	164,888	236,584	-17,924	-30.3%	133,696		<i>* not Like-for-Like</i>
Chelsea Triangle	253,644	393,716	-35,018	-35.6%	234,696		<i>* not Like-for-Like</i>
14th St Square	240,050	315,770	-18,930	-24.0%	214,384		<i>* not Like-for-Like</i>
W 14th St at 10th Ave	43,521	75,254	-7,933	-42.2%	50,254		<i>* not Like-for-Like</i>
US Downtown Index				-6.7%			5.8%
New York Index				-4.0%			9.4%

*MoM and YoY variances are calculated using weekly averages and only include Like-for-Like locations.

Key Stats

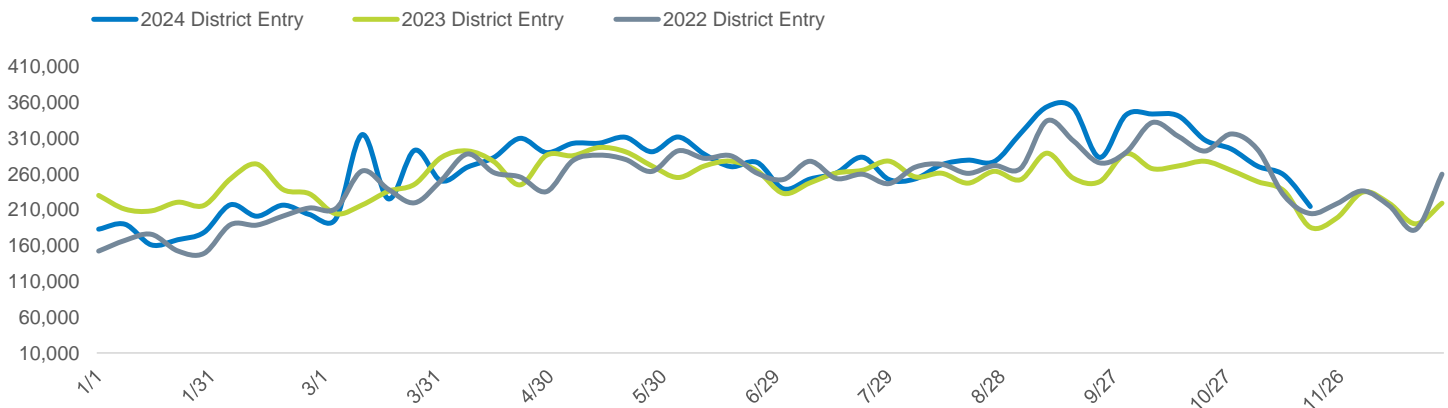
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 246,666 visits.

The busiest day at Meatpacking District Entry this month was Saturday and the busiest hour this month was 3 PM on Saturday.

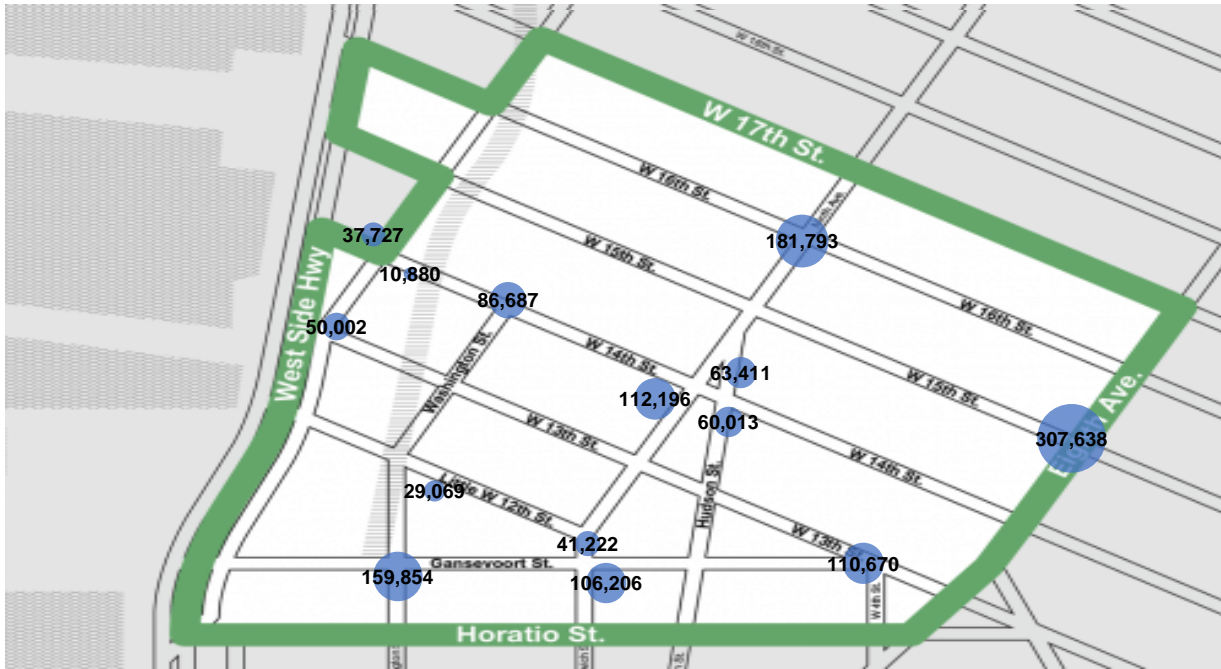
District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	33,549	34,102	38,191	34,832	40,305	44,482	34,227	259,686
Previous month	39,257	44,537	46,022	47,543	52,752	55,033	48,424	333,567
Last Year	28,757	32,092	33,673	33,345	36,669	40,371	29,110	234,016
Month on month variance (LFL)	-1,338	-6,361	-3,532	-6,866	-5,866	-5,035	-7,927	-36,923
Month on month % (LFL)	-5.8%	-22.2%	-12.0%	-22.7%	-17.7%	-15.4%	-28.0%	-18.0%
Year on year variance (LFL)	2,410	938	3,280	1,358	3,223	2,398	2,383	15,989
Year on year % (LFL)	12.6%	4.4%	14.4%	6.2%	13.4%	9.5%	13.2%	10.5%

District Entry Annual Trend - Weekly Totals



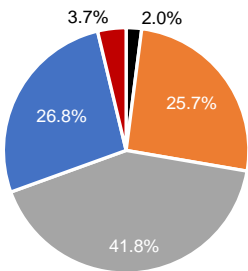
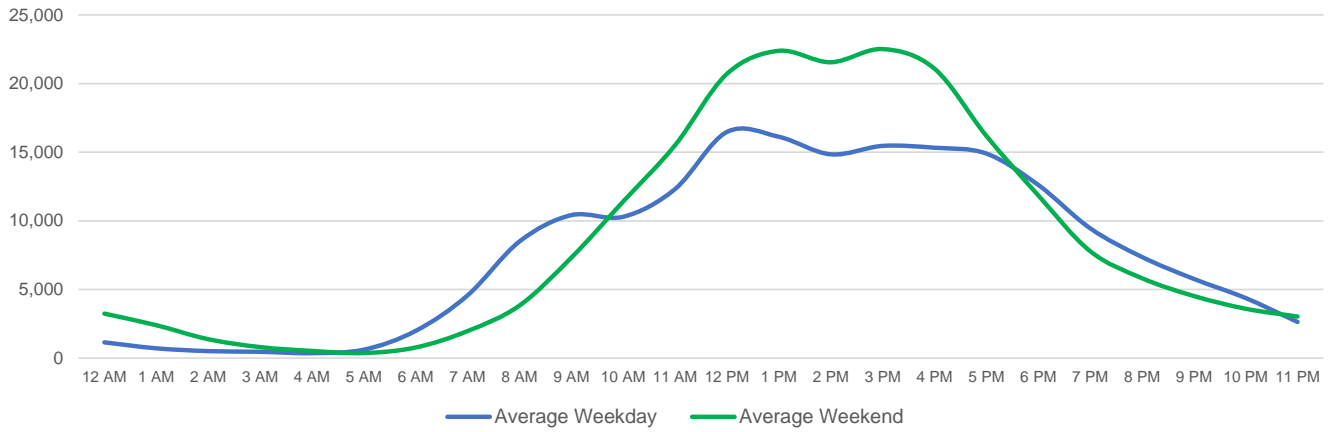
Average Weekly Pedestrians by Location Group



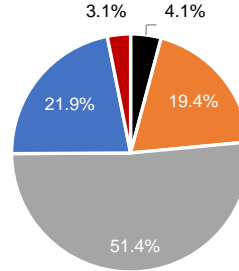
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	5,108	4,119	5,782	4,710	7,358	7,909	6,237	41,222	-30.3%	
Chelsea Triangle	8,039	8,356	8,428	8,166	9,290	11,902	9,231	63,411	-35.6%	
14th St Square	7,976	8,363	8,662	8,606	8,712	9,708	7,987	60,013	-24.0%	
Gansevoort at Washington	19,203	15,654	21,108	18,389	29,854	30,500	25,146	159,854	-14.7%	32.4%
W 14th St at Washington	10,358	12,032	11,506	12,099	13,093	14,503	13,096	86,687	-16.8%	23.0%
W 13th St at Gansevoort	14,092	14,019	16,132	14,591	18,260	18,453	15,123	110,670	-14.6%	17.9%
W16th St at 9th Ave	24,183	24,062	26,543	24,009	28,270	32,038	22,690	181,793	-15.6%	0.6%
W 14th St at 10th Ave	1,627	1,709	1,805	1,060	1,362	1,782	1,535	10,880	-42.2%	-13.4%
W 13th St at 10th Ave	6,220	5,481	6,252	5,883	7,347	9,537	9,282	50,002	-31.5%	20.7%
W 15th St at 8th Ave	36,437	45,805	52,386	51,756	46,846	44,434	29,976	307,638	-16.8%	13.7%
Gansevoort OS	13,026	11,313	13,065	12,215	17,761	21,984	16,843	106,206	-10.9%	-100.0%
LW 12 OS	3,303	3,161	3,745	3,743	5,000	5,863	4,256	29,069	-15.2%	-100.0%
9th Ave	14,166	13,127	15,155	15,526	17,409	20,805	16,009	112,196	-22.9%	-100.0%
10th Ave Crossing @ 14	5,270	4,884	4,918	3,660	4,661	7,755	6,579	37,727	-0.8%	-100.0%
Total	169,007	172,084	195,484	184,412	215,220	237,172	183,989	1,357,367	-18.8%	13.0%

*MoM and YoY variances are calculated using weekly averages and only include those locations that are Like-for-Like.

Total Movements - Average Daily Pedestrians



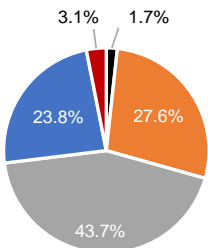
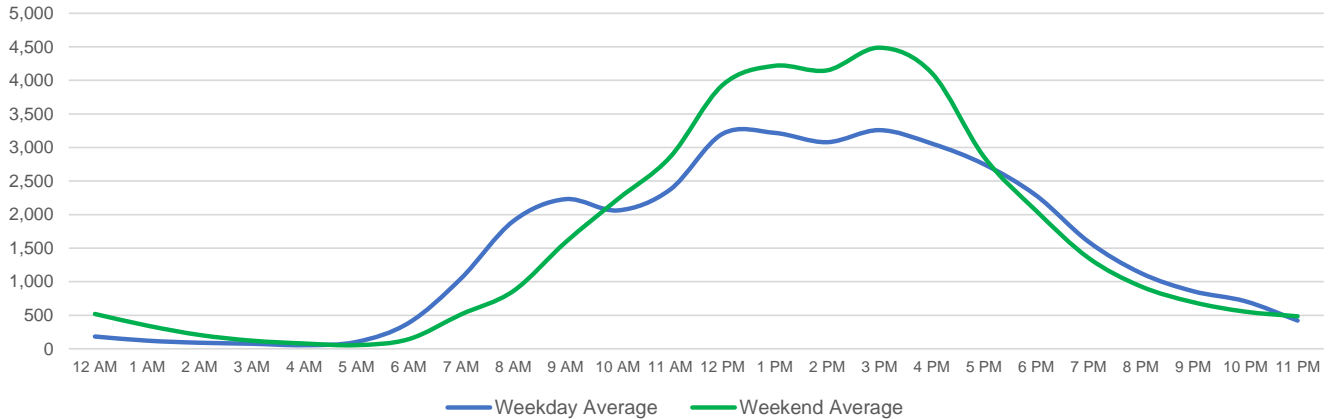
	Average Weekday	Month on Month %	Year on Year %
Early Morning	3,812	2.2%	-11.6%
Morning	48,064	-16.7%	11.0%
Afternoon	78,227	-12.4%	11.2%
Evening	50,127	-22.4%	20.0%
Late night	7,010	-9.5%	11.4%
Total	187,241	-16.0%	12.6%



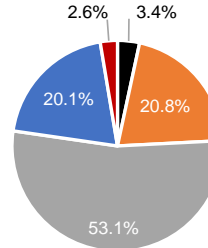
	Average Weekend	Month on Month %	Year on Year %
Early Morning	8,718	0.7%	16.0%
Morning	40,793	-14.3%	14.5%
Afternoon	108,240	-19.8%	10.3%
Evening	46,206	-22.0%	23.0%
Late night	6,624	4.5%	14.3%
Total	210,580	-17.8%	14.1%

Day Parts are calculated using the following time periods:
 Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

District Entry - Average Daily Pedestrians



	Average Weekday	Month on Month %	Year on Year %
Early Morning	627	-1.0%	-26.7%
Morning	10,000	-19.6%	-28.4%
Afternoon	15,818	-19.0%	-30.2%
Evening	8,622	-28.6%	-18.3%
Late night	1,130	-15.9%	-22.5%
Total	36,195	-21.4%	-26.8%



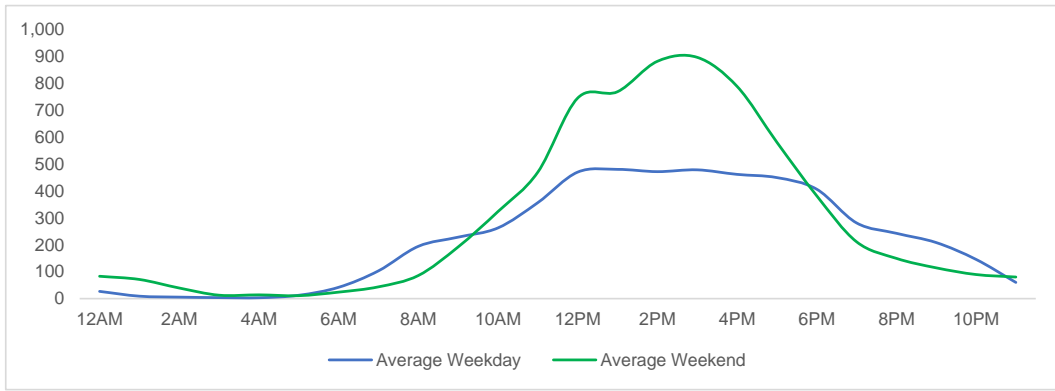
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,327	-10.6%	-10.8%
Morning	8,192	-24.6%	-28.2%
Afternoon	20,897	-19.5%	-36.9%
Evening	7,901	-35.1%	-18.4%
Late night	1,037	-17.0%	-21.5%
Total	39,354	-23.9%	-30.7%

Day Parts are calculated using the following time periods:
 Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

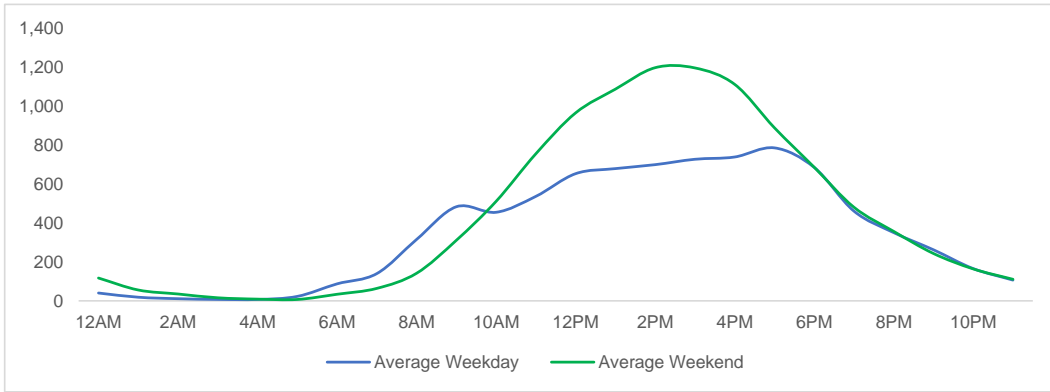


Location Group - Average Daily Pedestrians

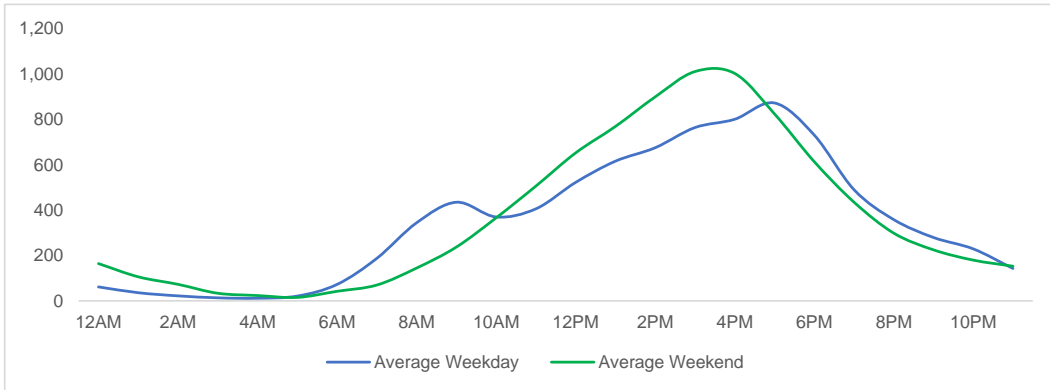
Gansevoort Plaza



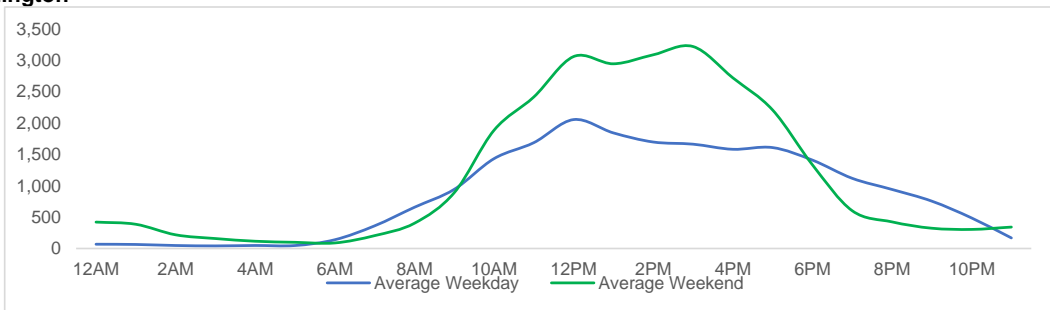
Chelsea Triangle



14th St Square

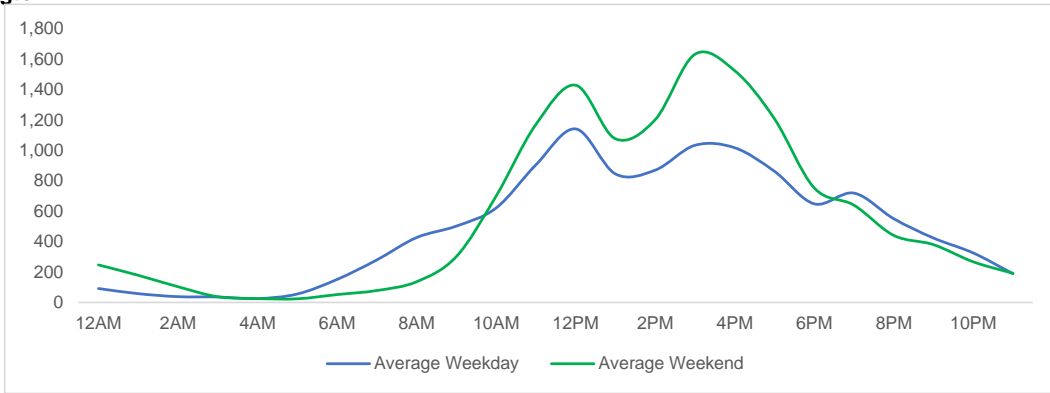


Gansevoort at Washington

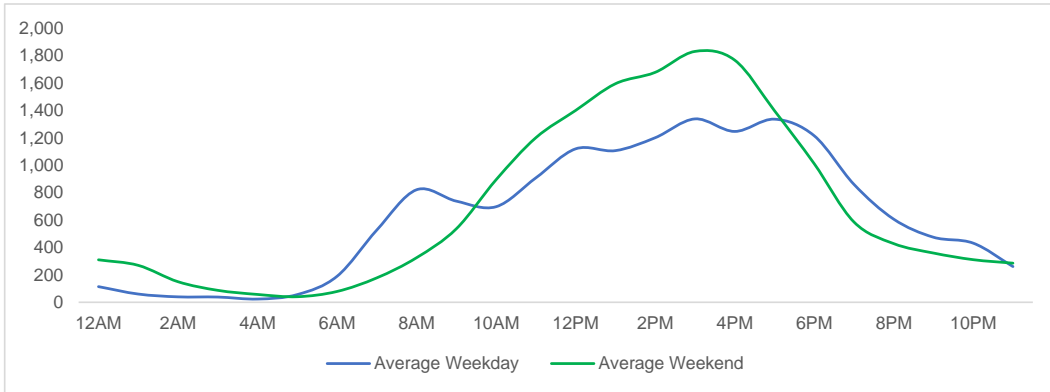


Location Group - Average Daily Pedestrians (cont.)

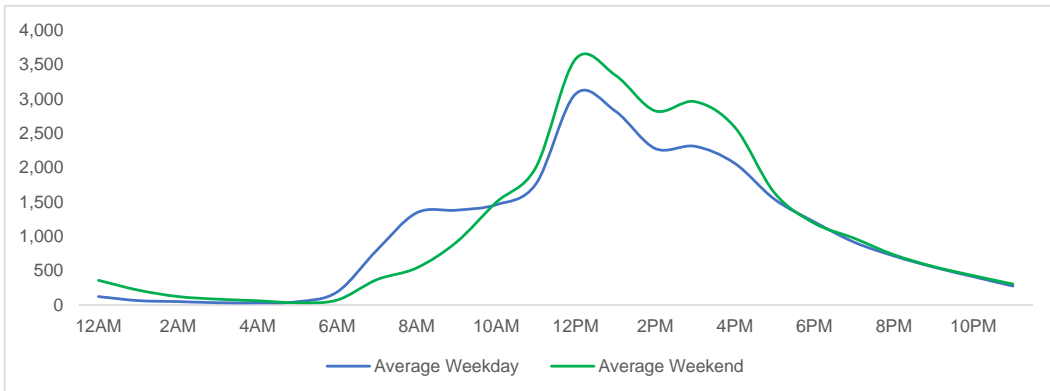
W 14th St at Washington



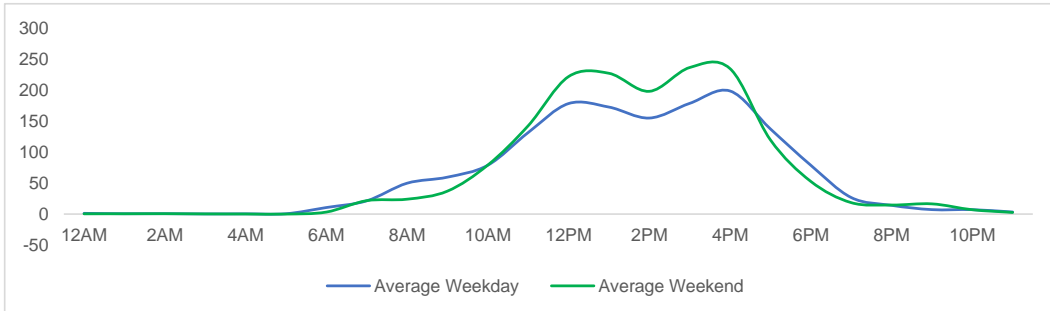
W 13th St at Gansevoort



W16th St at 9th Ave

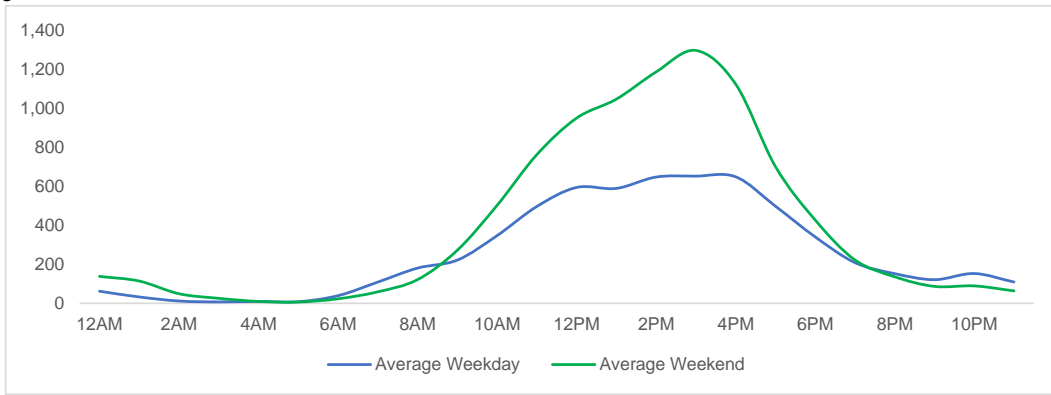


W 14th St at 10th Ave

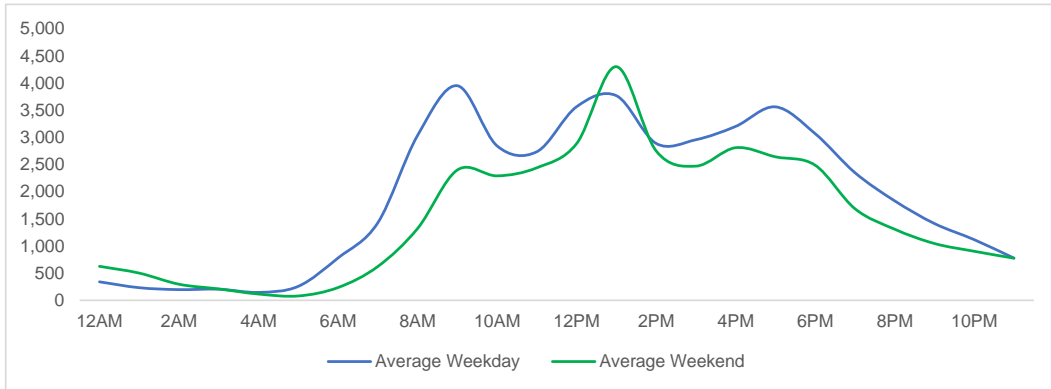


Location Group - Average Daily Pedestrians (cont.)

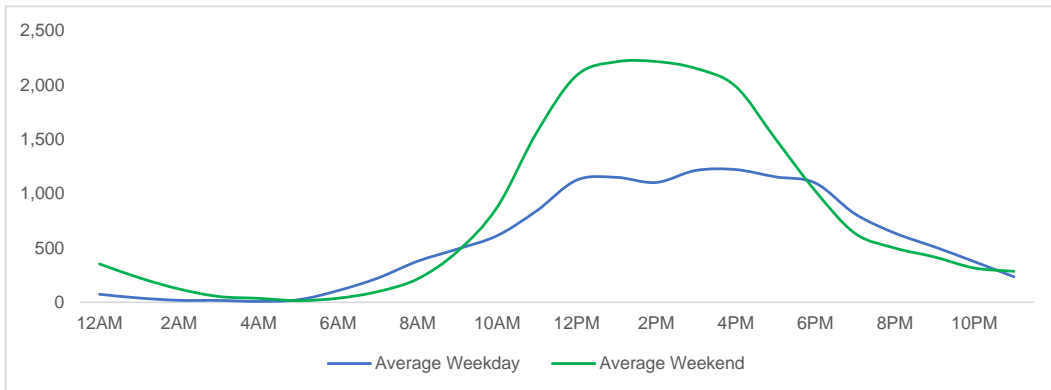
W 13th St at 10th Ave



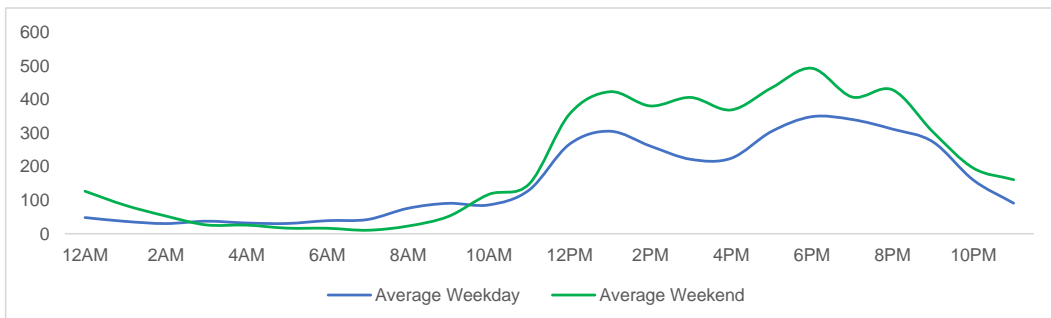
W 15th St at 8th Ave



Gansevoort OS

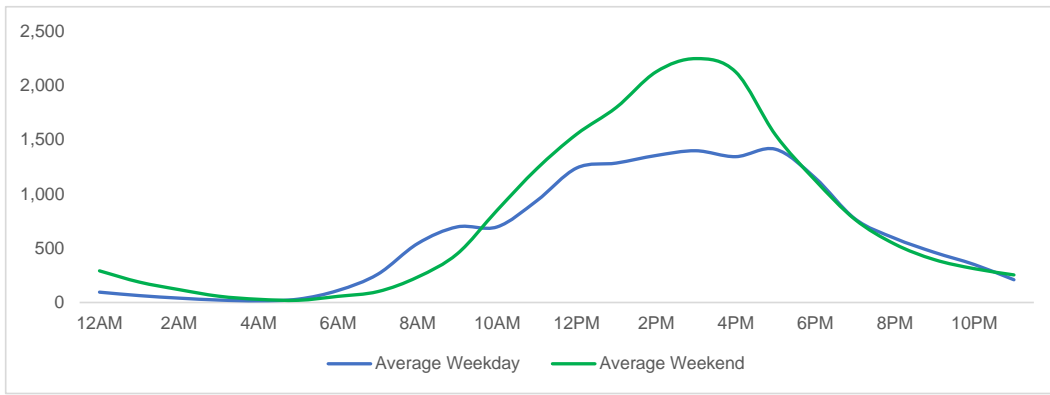


LW 12 OS

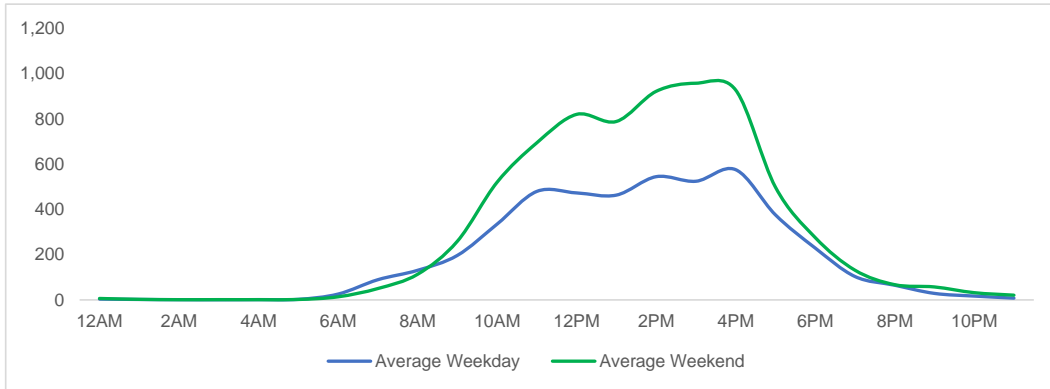


Location Group - Average Daily Pedestrians (cont.)




9th Ave



10th Ave Crossing @ 14



Weather

	Max Temp (F)			
This Year	82	17	10	1
Last Year	74.84	15	12	1

*Note: Numbers shown above relate to number of days of each weather type.