

## Monthly Visitor Report Meatpacking District

Weeks this month = 5

Weeks last month = 4

### Arrivals by Zone

	This Month	Previous Month	MoM Change	MoM % Change	Last Year	YoY Change	YoY % Change
<b>Total Movements</b>	<b>5,106,281</b>	<b>5,429,466</b>	<b>-336,110</b>	<b>-24.8%</b>	<b>5,257,348</b>	<b>-58,376</b>	<b>-1.9%</b>
<b>District Entry</b>	<b>1,006,835</b>	<b>1,038,742</b>	<b>-58,319</b>	<b>-22.5%</b>	<b>1,061,315</b>	<b>-28,876</b>	<b>-4.3%</b>
<b>Gansevoort Plaza</b>	<b>105,882</b>	<b>164,888</b>	<b>-20,046</b>	<b>-48.6%</b>	<b>165,316</b>		<i>* not Like-for-Like</i>
<b>Chelsea Triangle</b>	<b>269,883</b>	<b>253,644</b>	<b>-9,434</b>	<b>-14.9%</b>	<b>284,547</b>		<i>* not Like-for-Like</i>
<b>14th St Square</b>	<b>233,007</b>	<b>240,050</b>	<b>-13,411</b>	<b>-22.3%</b>	<b>248,725</b>		<i>* not Like-for-Like</i>
<b>W 14th St at 10th Ave</b>	<b>62,528</b>	<b>43,521</b>	<b>1,625</b>	<b>14.9%</b>	<b>57,483</b>		<i>* not Like-for-Like</i>
<b>US Downtown Index</b>				<b>0.6%</b>			<b>0.0%</b>
<b>New York Index</b>				<b>1.3%</b>			<b>0.4%</b>

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

### Key Stats

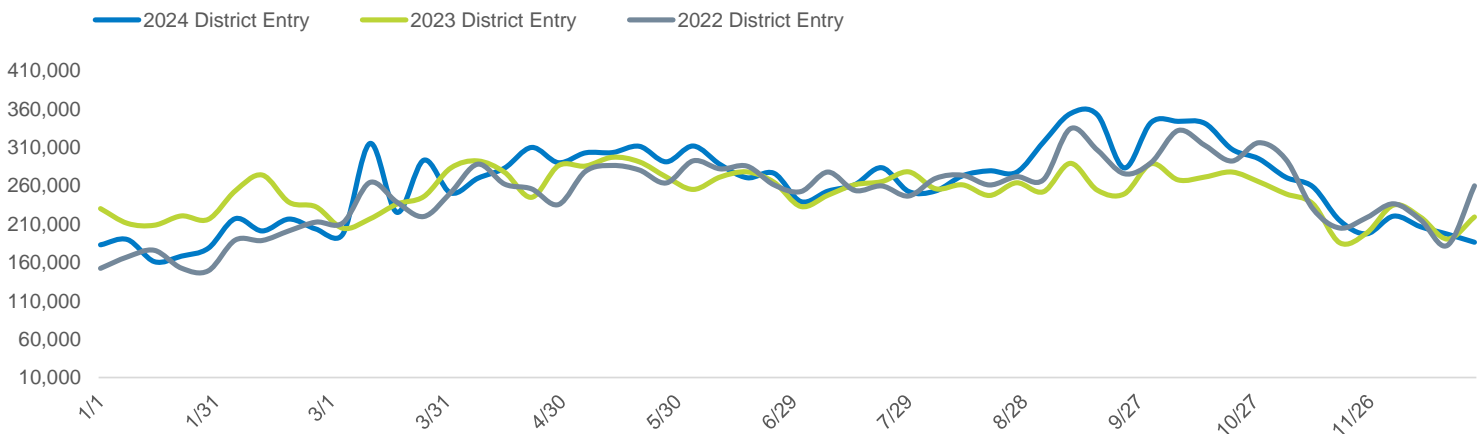
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 250,032 visits.

The busiest day at Meatpacking District Entry this month was Friday and the busiest hour this month was 1 PM on Friday.

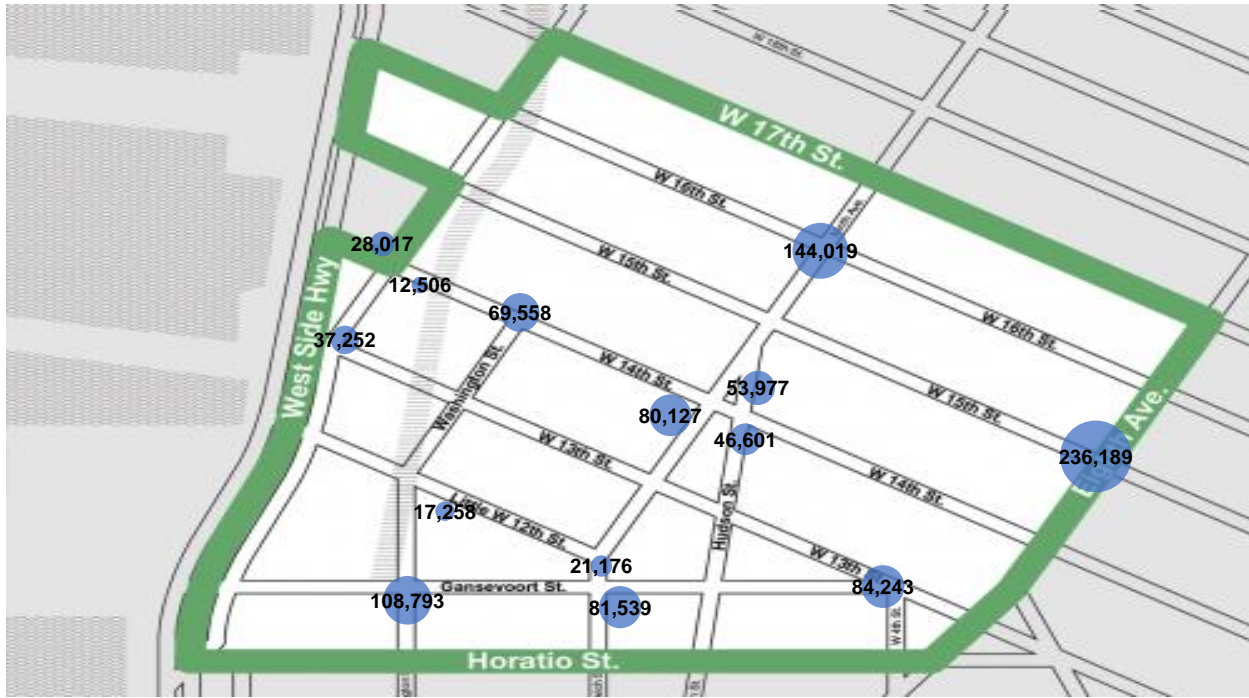
### District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	<b>24,002</b>	<b>27,729</b>	<b>27,654</b>	<b>29,046</b>	<b>34,292</b>	<b>31,425</b>	<b>27,219</b>	<b>201,367</b>
Previous month	<b>33,549</b>	<b>34,102</b>	<b>38,191</b>	<b>34,832</b>	<b>40,305</b>	<b>44,482</b>	<b>34,227</b>	<b>259,686</b>
Last Year	<b>23,254</b>	<b>29,779</b>	<b>31,141</b>	<b>31,763</b>	<b>34,228</b>	<b>39,279</b>	<b>22,819</b>	<b>212,263</b>
Month on month variance (LFL)	<b>-5,521</b>	<b>-4,068</b>	<b>-7,690</b>	<b>-4,220</b>	<b>-4,794</b>	<b>-8,085</b>	<b>-4,370</b>	<b>-38,748</b>
Month on month % (LFL)	<b>-25.6%</b>	<b>-18.3%</b>	<b>-29.6%</b>	<b>-18.1%</b>	<b>-17.6%</b>	<b>-29.1%</b>	<b>-21.4%</b>	<b>-23.0%</b>
Year on year variance (LFL)	<b>1,487</b>	<b>-1,284</b>	<b>-2,689</b>	<b>-1,829</b>	<b>684</b>	<b>-3,955</b>	<b>1,811</b>	<b>-5,775</b>
Year on year % (LFL)	<b>10.2%</b>	<b>-6.6%</b>	<b>-12.8%</b>	<b>-8.7%</b>	<b>3.1%</b>	<b>-16.7%</b>	<b>12.7%</b>	<b>-4.3%</b>

### District Entry Annual Trend - Weekly Totals



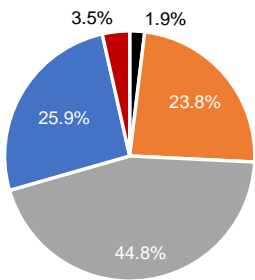
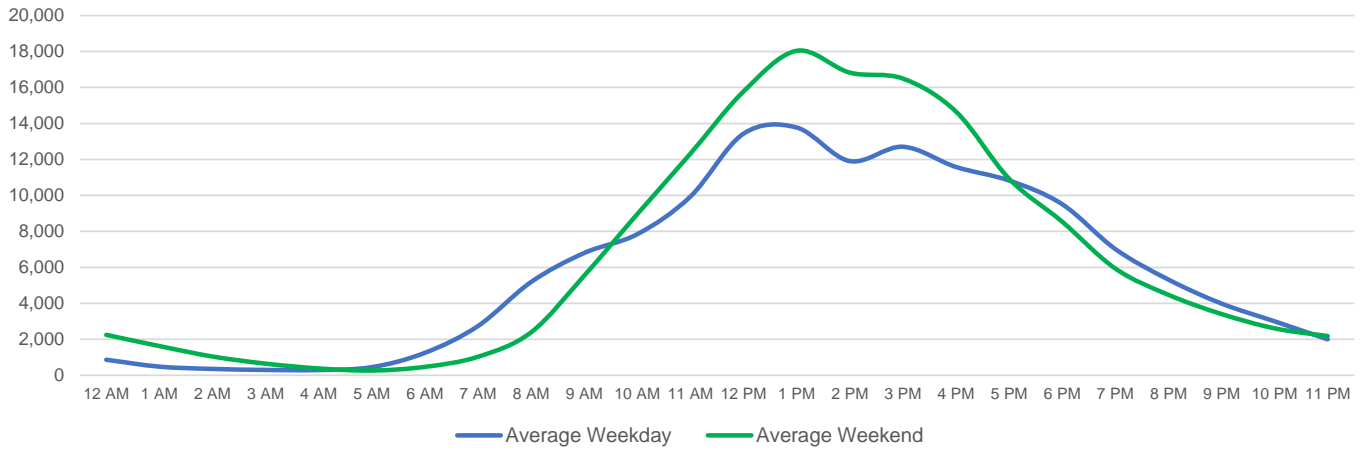
## Average Weekly Pedestrians by Location Group



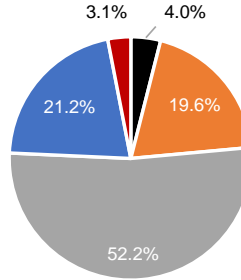
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	2,412	2,111	2,601	2,628	4,753	3,383	3,288	21,176	-48.6%	
Chelsea Triangle	6,508	7,004	6,702	7,325	8,885	9,634	7,918	53,977	-14.9%	
14th St Square	5,467	6,653	6,261	6,792	7,748	6,942	6,739	46,601	-22.3%	
Gansevoort at Washington	12,424	10,048	12,863	12,320	24,360	18,815	17,964	108,793	-31.9%	3.7%
W 14th St at Washington	8,176	9,745	9,825	9,733	10,690	10,659	10,729	69,558	-19.8%	25.5%
W 13th St at Gansevoort	11,235	10,855	10,801	11,580	15,228	12,908	11,638	84,243	-23.9%	-0.4%
W16th St at 9th Ave	18,488	20,487	20,604	20,277	24,795	21,635	17,733	144,019	-20.8%	-10.4%
W 14th St at 10th Ave	1,612	1,706	1,506	1,431	1,921	2,233	2,097	12,506	14.9%	8.8%
W 13th St at 10th Ave	3,572	4,085	4,548	4,533	6,432	6,526	7,556	37,252	-25.5%	15.4%
W 15th St at 8th Ave	25,342	34,626	35,698	41,310	34,413	39,485	25,315	236,189	-23.2%	-5.6%
Gansevoort OS	9,515	8,827	9,385	9,780	15,068	15,180	13,783	81,539	-23.2%	-100.0%
LW 12 OS	2,635	2,044	1,567	2,298	3,367	2,868	2,480	17,258	-40.6%	-100.0%
9th Ave	9,071	10,366	9,296	10,678	14,316	13,489	12,911	80,127	-28.6%	-100.0%
10th Ave Crossing @ 14	2,690	3,456	3,853	3,606	4,767	4,651	4,992	28,017	-25.7%	-100.0%
<b>Total</b>	<b>119,148</b>	<b>132,013</b>	<b>135,509</b>	<b>144,289</b>	<b>176,743</b>	<b>168,409</b>	<b>145,145</b>	<b>1,021,256</b>	<b>-24.8%</b>	<b>-1.9%</b>

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

## Total Movements - Average Daily Pedestrians



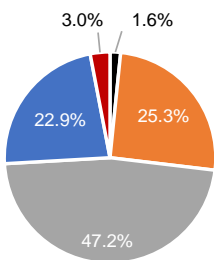
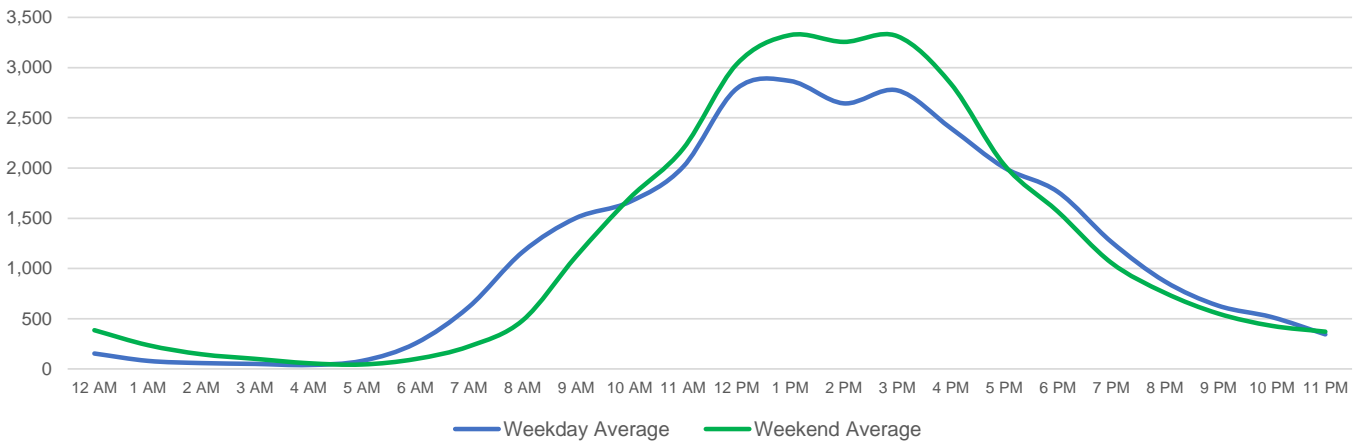
	Average Weekday	Month on Month %	Year on Year %
Early Morning	2,727	-26.9%	-8.9%
Morning	33,751	-30.1%	-10.2%
Afternoon	63,401	-17.2%	-2.6%
Evening	36,665	-22.4%	5.1%
Late night	4,997	-26.1%	0.7%
<b>Total</b>	<b>141,541</b>	<b>-22.6%</b>	<b>-2.9%</b>



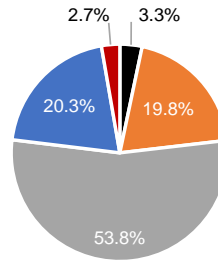
	Average Weekend	Month on Month %	Year on Year %
Early Morning	6,195	-23.0%	-2.2%
Morning	30,708	-18.5%	-9.3%
Afternoon	81,804	-22.6%	0.7%
Evening	33,282	-21.9%	16.1%
Late night	4,787	-19.3%	-3.3%
<b>Total</b>	<b>156,777</b>	<b>-21.5%</b>	<b>0.9%</b>

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	461	-26.4%	-28.7%
Morning	7,215	-27.8%	-43.1%
Afternoon	13,473	-14.8%	-38.8%
Evening	6,535	-24.2%	-28.2%
Late night	860	-23.9%	-30.5%
<b>Total</b>	<b>28,545</b>	<b>-21.1%</b>	<b>-37.3%</b>

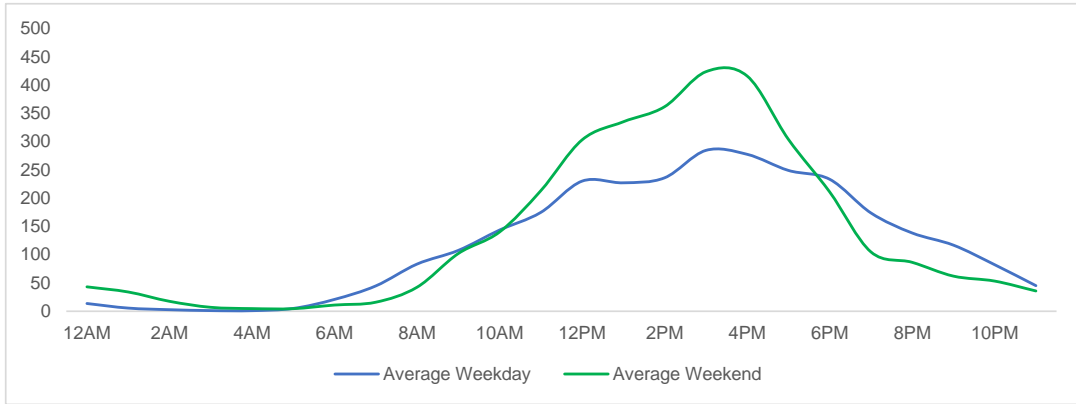


	Average Weekend	Month on Month %	Year on Year %
Early Morning	970	-26.9%	-28.2%
Morning	5,819	-29.0%	-47.3%
Afternoon	15,769	-24.5%	-47.4%
Evening	5,965	-24.5%	-23.1%
Late night	800	-22.9%	-33.8%
<b>Total</b>	<b>29,322</b>	<b>-25.5%</b>	<b>-42.5%</b>

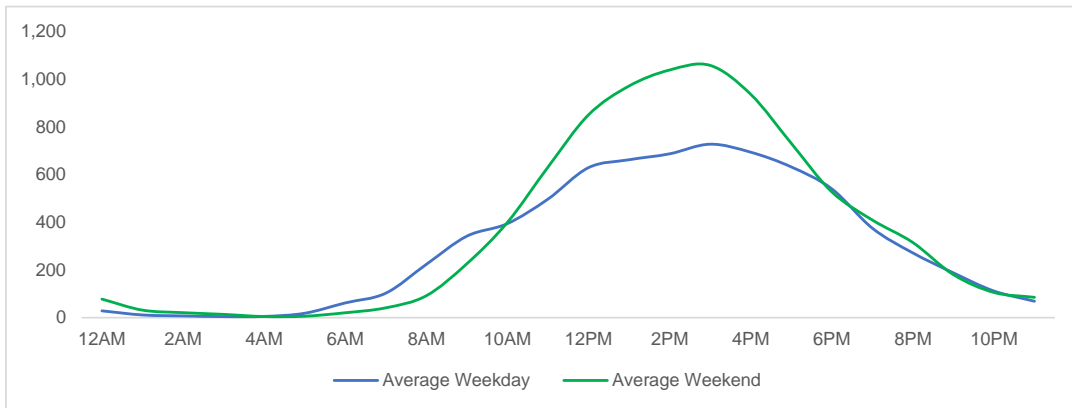
Day Parts are calculated using the following time periods:  
 Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

# Location Group - Average Daily Pedestrians

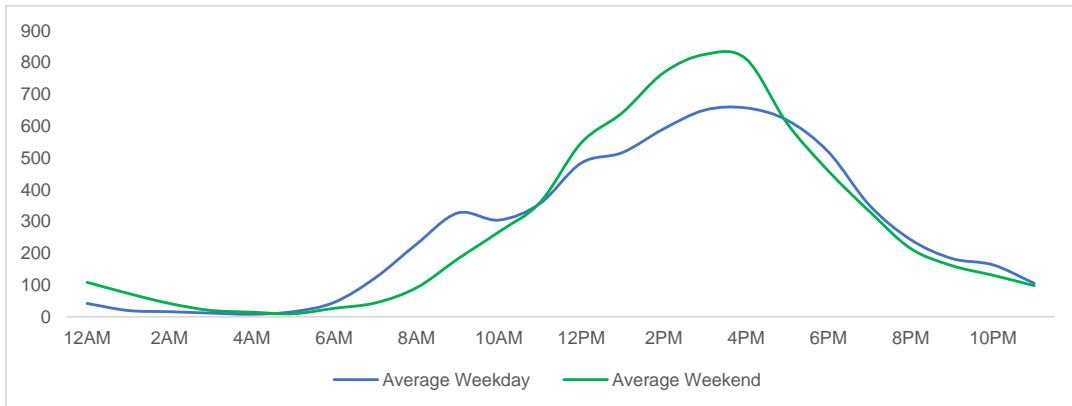
## Gansevoort Plaza



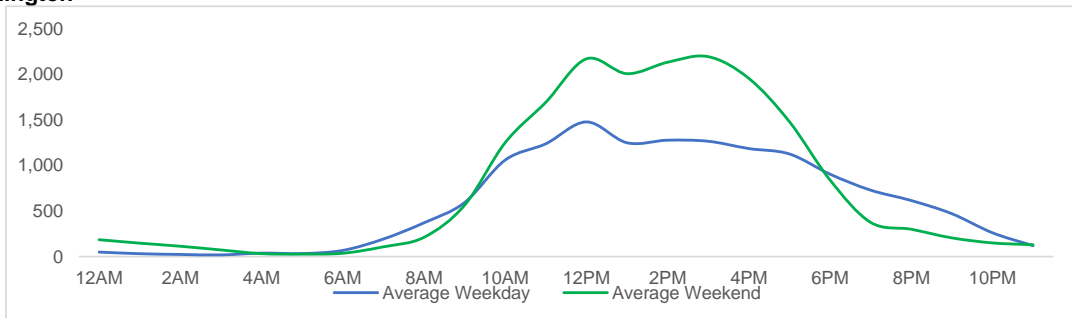
## Chelsea Triangle



## 14th St Square

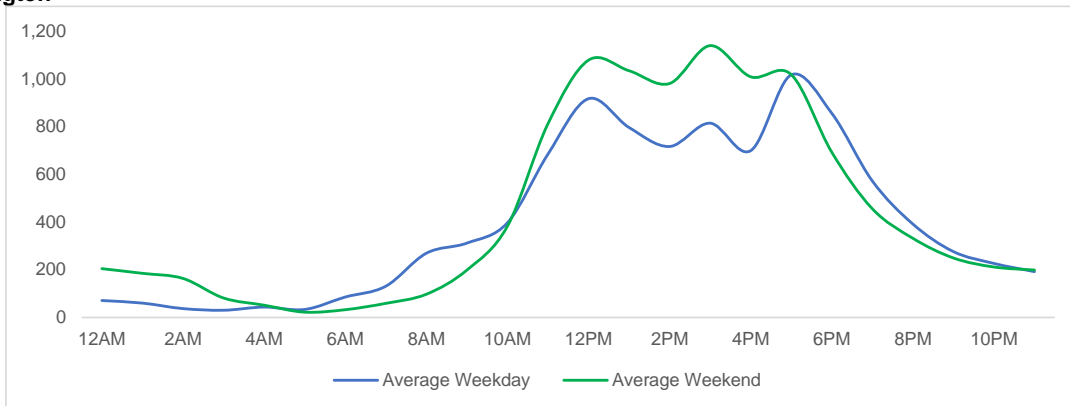


## Gansevoort at Washington

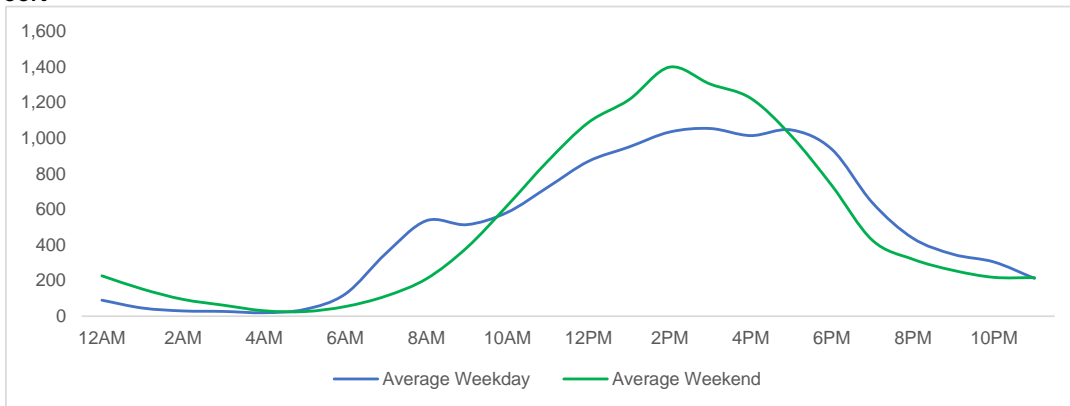


## Location Group - Average Daily Pedestrians (cont.)

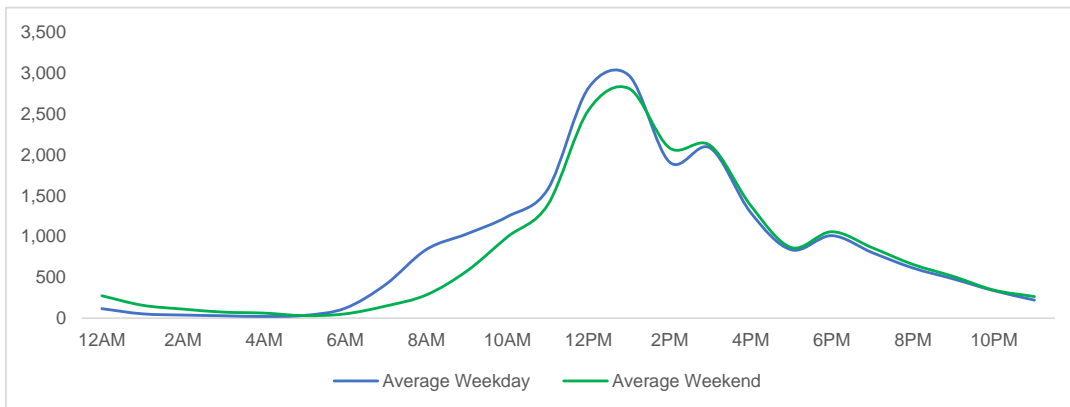
### W 14th St at Washington



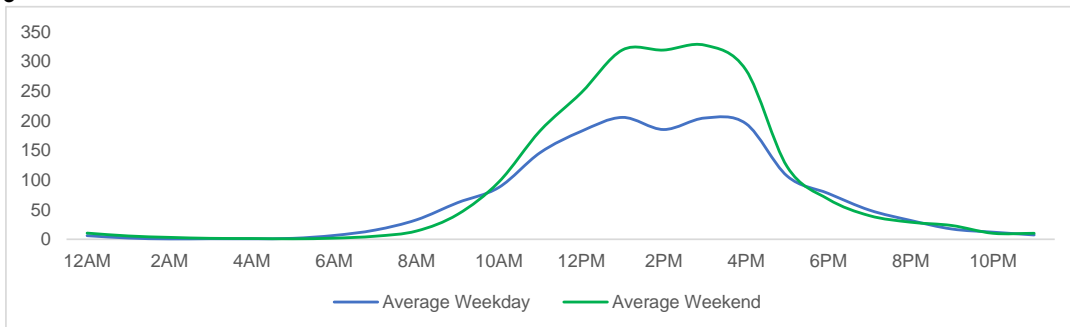
### W 13th St at Gansevoort



### W16th St at 9th Ave

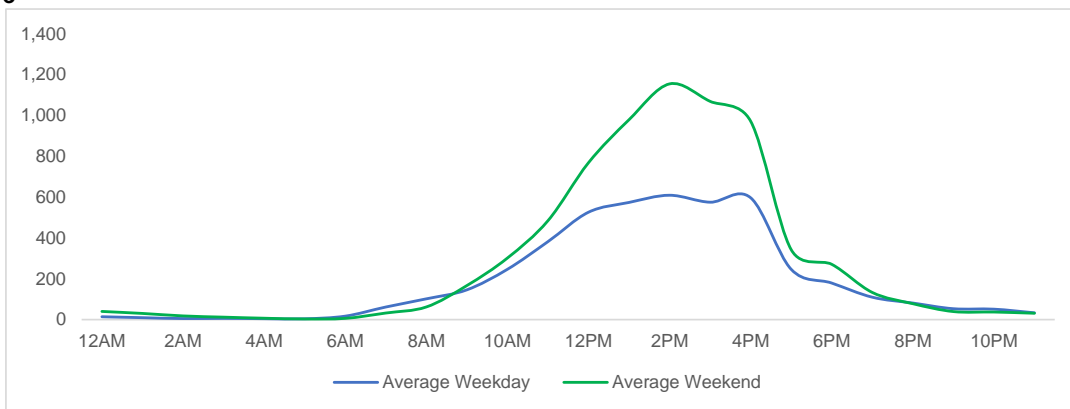


### W 14th St at 10th Ave

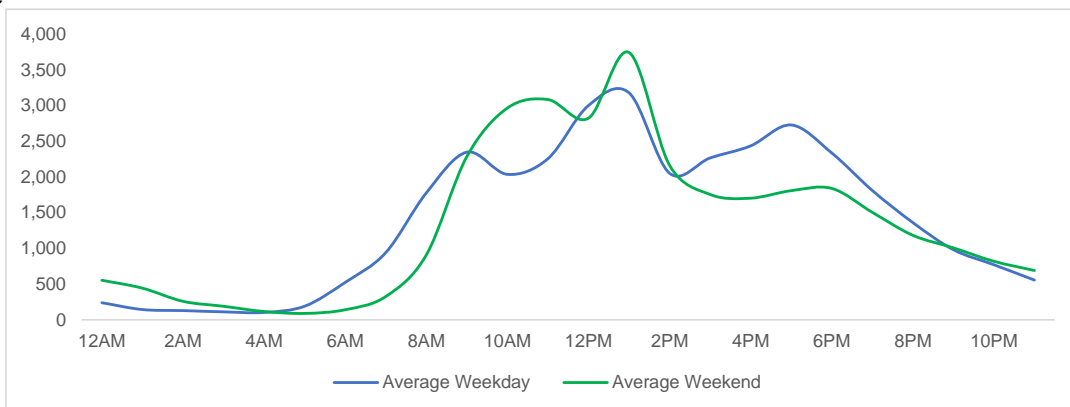


## Location Group - Average Daily Pedestrians (cont.)

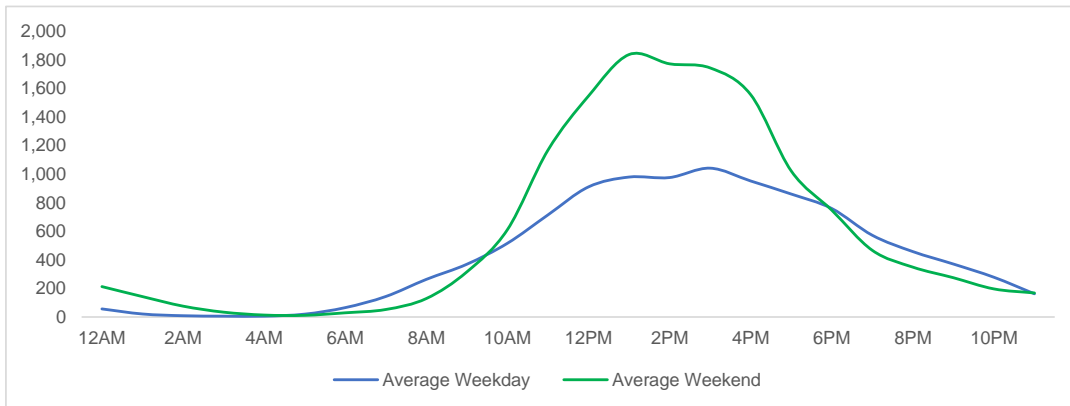
### W 13th St at 10th Ave



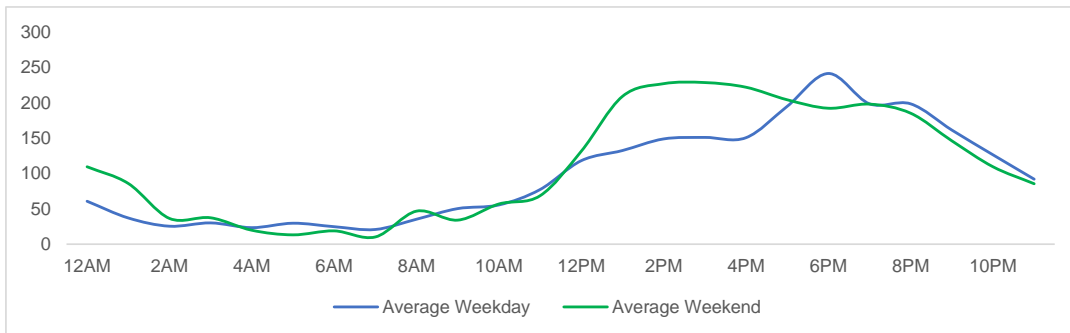
### W 15th St at 8th Ave



### Gansevoort OS

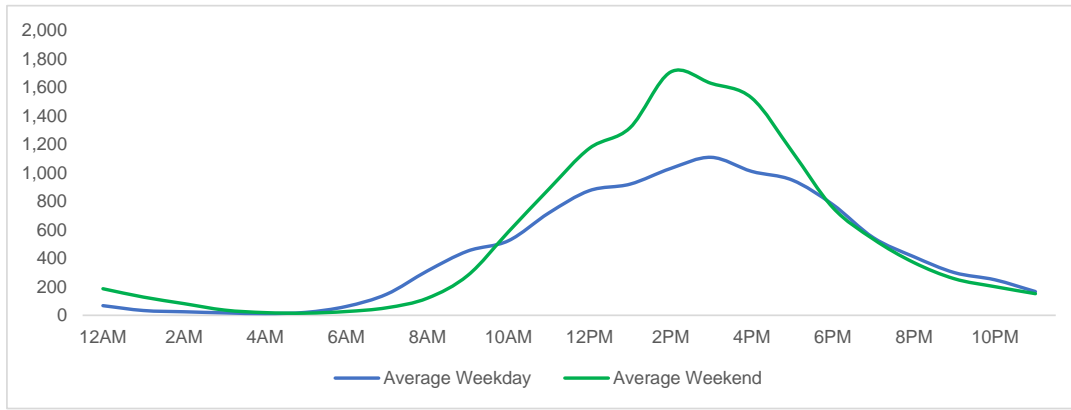


### LW 12 OS

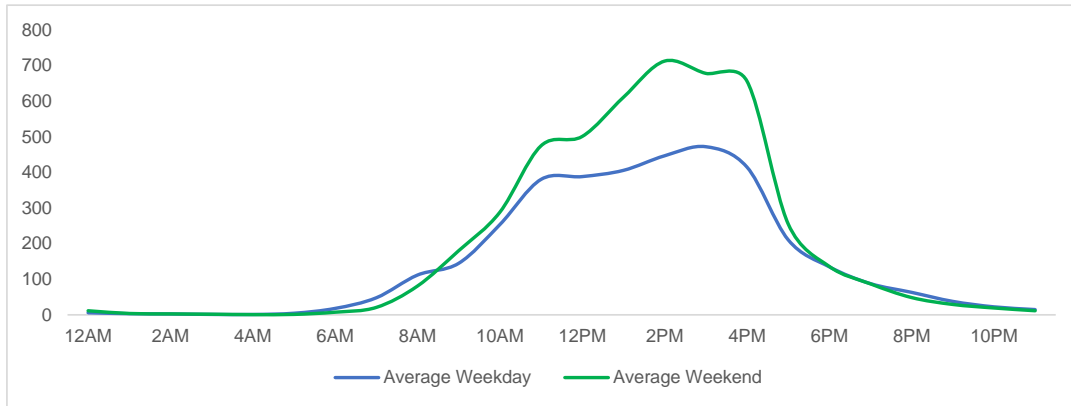


## Location Group - Average Daily Pedestrians (cont.)




### 9th Ave



### 10th Ave Crossing @ 14



## Weather

	Max Temp (F)			
This Year	<b>60</b>	<b>16</b>	<b>17</b>	<b>2</b>
Last Year	<b>61.16</b>	<b>14</b>	<b>18</b>	<b>3</b>

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