

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
Total Movements	6,234,708	3,527,338	365,107	41.4%	6,334,076	-99,368	-1.6%
District Entry	1,249,402	721,168	69,588	38.6%	1,266,869	-17,467	-1.4%
Gansevoort Plaza	206,000	83,734	20,267	96.8%	198,358	-8,390	-16.9%
Chelsea Triangle	311,793	189,208	15,057	31.8%	305,469	-14,009	-18.3%
14th St Square	308,978	198,794	12,097	24.3%	269,941	-5,690	-8.4%
W 14th St at 10th Ave	62,455	23,132	6,708	116.0%	70,313	-5,087	-28.9%
US Downtown Index				23.7%			-1.3%
New York Index				25.1%			0.1%

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

Key Stats

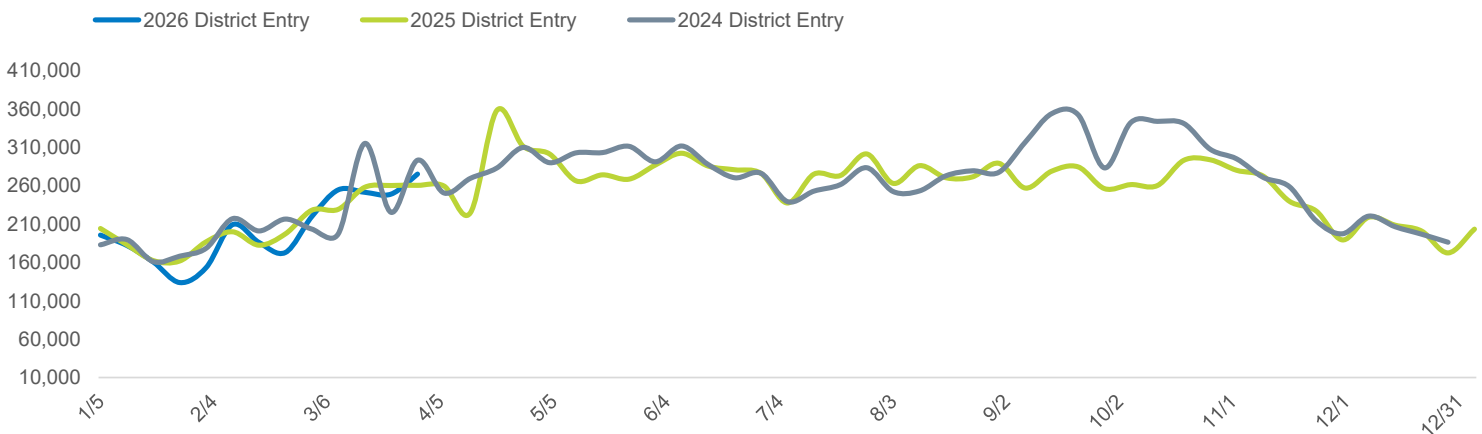
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 331,638 visits.

The busiest day at Meatpacking District Entry this month was Saturday and the busiest hour this month was 4 PM on Saturday.

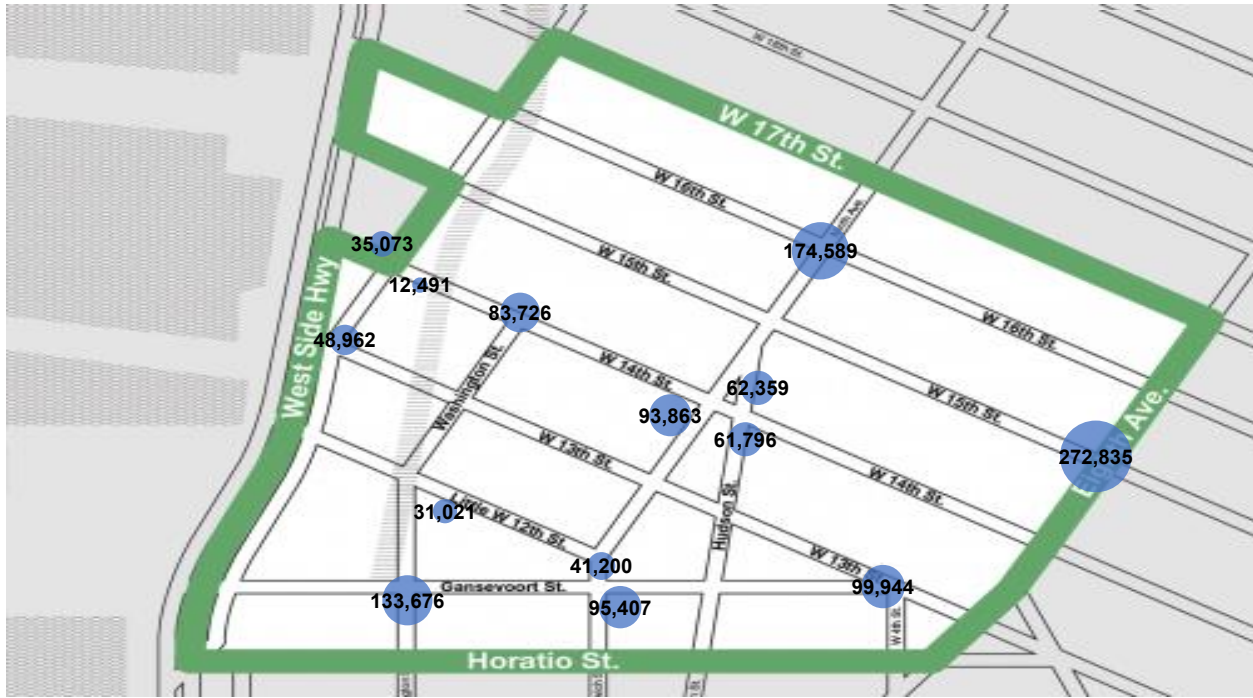
District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	29,650	34,458	34,696	32,385	40,770	43,190	34,732	249,880
Previous month	18,507	23,185	23,847	29,197	28,827	34,109	22,620	180,292
Last Year	26,678	36,450	38,423	32,901	38,698	46,160	34,064	253,374
Month on month variance (LFL)	11,143	11,273	10,849	3,188	11,943	9,081	12,112	69,588
Month on month % (LFL)	60.2%	48.6%	45.5%	10.9%	41.4%	26.6%	53.5%	38.6%
Year on year variance (LFL)	2,972	-1,992	-3,728	-515	2,072	-2,970	667	-3,493
Year on year % (LFL)	11.1%	-5.5%	-9.7%	-1.6%	5.4%	-6.4%	2.0%	-1.4%

District Entry Annual Trend - Weekly Totals



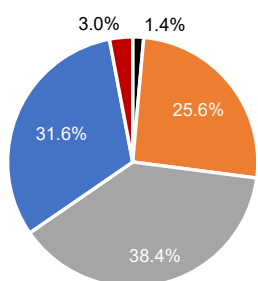
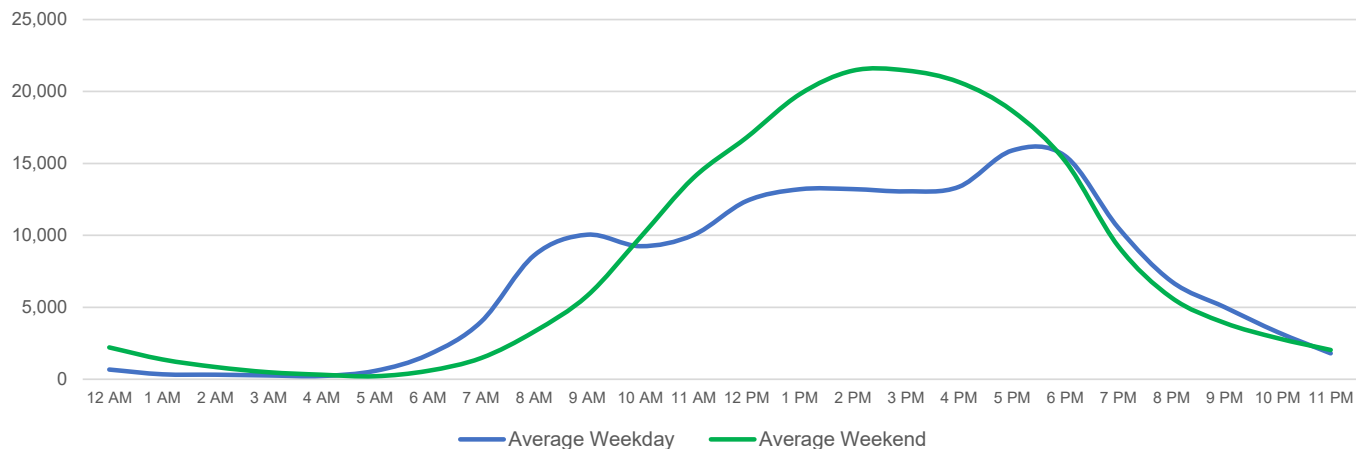
Average Weekly Pedestrians by Location Group



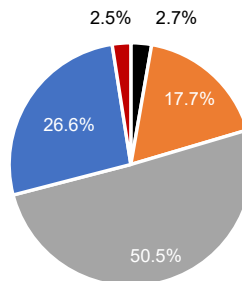
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	4,337	4,187	5,392	3,607	7,792	9,265	6,621	41,200	96.8%	3.9%
Chelsea Triangle	7,173	8,362	8,567	7,751	9,740	12,116	8,649	62,359	31.8%	2.1%
14th St Square	7,453	8,605	9,354	8,023	9,854	10,312	8,194	61,796	24.3%	14.5%
Gansevoort at Washington	14,572	15,676	16,746	14,078	26,274	26,292	20,037	133,676	68.1%	-0.8%
W 14th St at Washington	10,498	12,206	12,561	9,738	12,296	14,772	11,655	83,726	27.4%	42.0%
W 13th St at Gansevoort	12,610	13,327	12,953	13,265	18,300	15,947	13,542	99,944	22.6%	4.8%
W16th St at 9th Ave	21,492	24,199	25,416	23,108	26,675	29,954	23,745	174,589	39.2%	-12.9%
W 14th St at 10th Ave	1,234	1,348	1,725	1,378	2,088	2,560	2,157	12,491	116.0%	-11.2%
W 13th St at 10th Ave	5,095	5,184	5,895	4,840	7,933	10,358	9,656	48,962	121.1%	4.4%
W 15th St at 8th Ave	34,908	42,450	42,162	38,581	45,433	40,214	29,088	272,835	22.9%	-14.2%
Gansevoort OS	9,711	10,401	11,989	10,565	17,083	20,238	15,420	95,407	56.8%	8.9%
LW 12 OS	3,859	4,606	3,749	4,336	4,333	5,684	4,454	31,021	76.6%	60.2%
9th Ave	10,350	12,115	13,210	11,085	15,099	18,530	13,474	93,863	28.3%	-8.0%
10th Ave Crossing @ 14	3,549	4,211	4,493	3,697	5,641	7,100	6,381	35,073	242.0%	1.3%
Total	146,841	166,878	174,212	154,052	208,543	223,344	173,073	1,246,942	41.4%	-1.6%

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

Total Movements - Average Daily Pedestrians



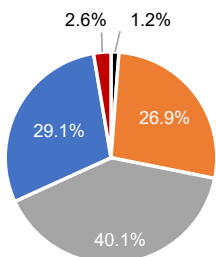
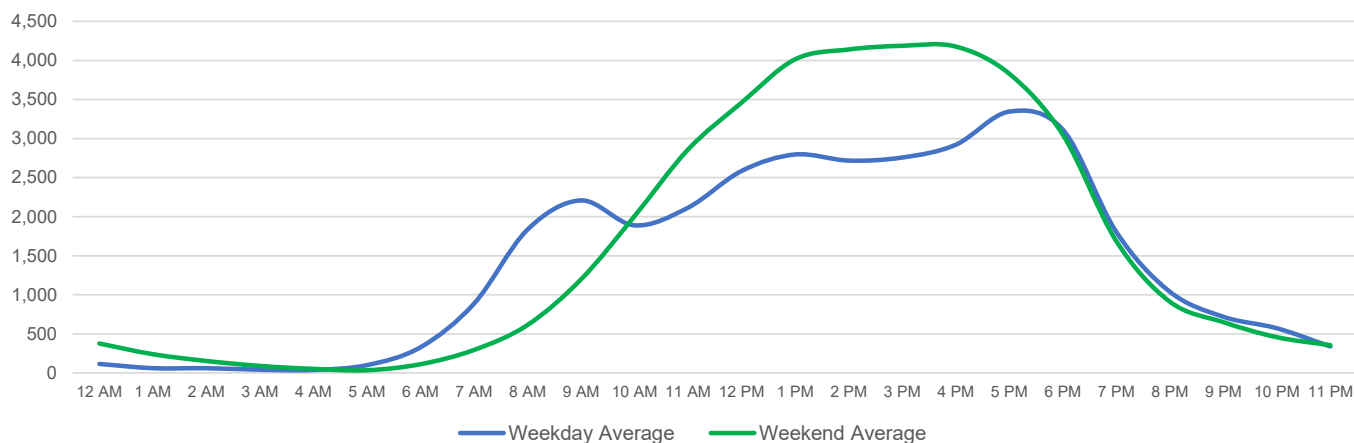
	Average Weekday	Month on Month %	Year on Year %
Early Morning	2,403	23.8%	-5.0%
Morning	43,613	24.6%	-9.7%
Afternoon	65,244	39.7%	-3.2%
Evening	53,766	65.0%	7.3%
Late night	5,079	39.2%	-2.1%
Total	170,105	41.9%	-1.9%



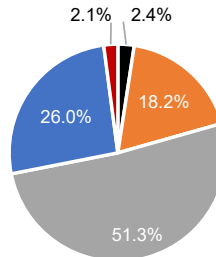
	Average Weekend	Month on Month %	Year on Year %
Early Morning	5,447	6.0%	-11.6%
Morning	35,027	25.8%	-3.5%
Afternoon	100,174	37.0%	-2.2%
Evening	52,671	71.5%	5.9%
Late night	4,890	11.5%	-3.9%
Total	198,208	40.4%	-0.7%

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

District Entry - Average Daily Pedestrians



	Average Weekday	Month on Month %	Year on Year %
Early Morning	415	10.4%	-5.4%
Morning	9,264	21.4%	-5.7%
Afternoon	13,778	39.6%	-2.9%
Evening	10,025	64.1%	7.5%
Late night	911	25.7%	6.4%
Total	34,392	39.2%	-0.7%



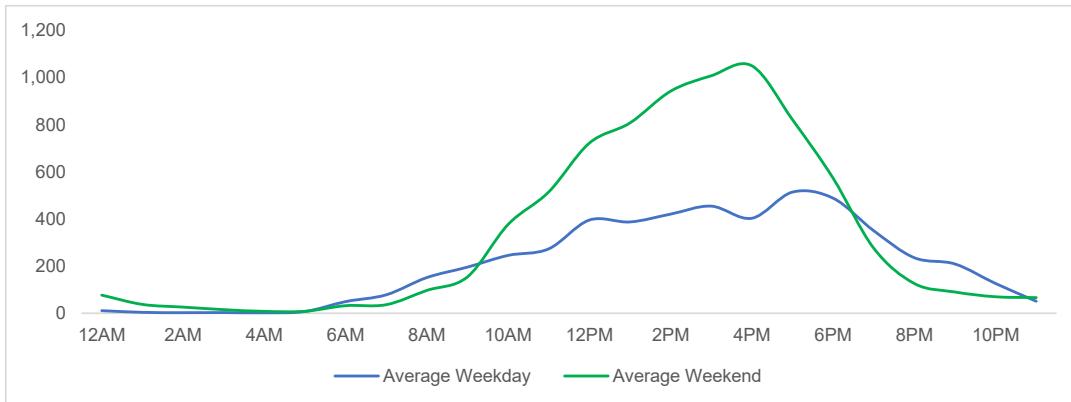
	Average Weekend	Month on Month %	Year on Year %
Early Morning	945	-3.2%	-5.9%
Morning	7,087	19.8%	-6.6%
Afternoon	19,981	32.0%	-4.1%
Evening	10,135	84.1%	3.3%
Late night	813	-1.2%	-5.9%
Total	38,961	37.4%	-2.9%

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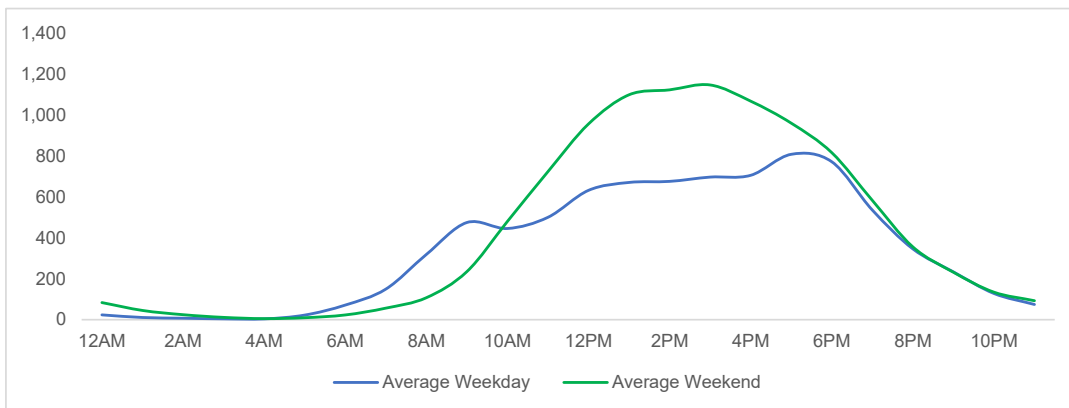


Location Group - Average Daily Pedestrians

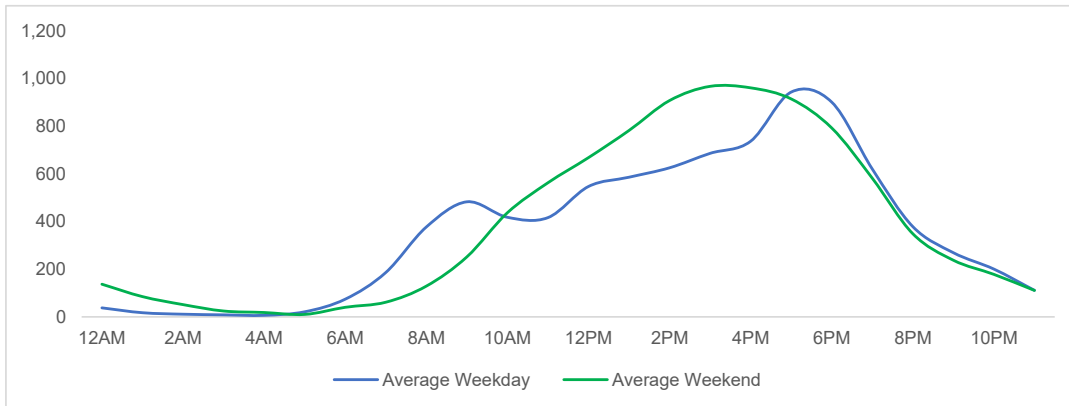
Gansevoort Plaza



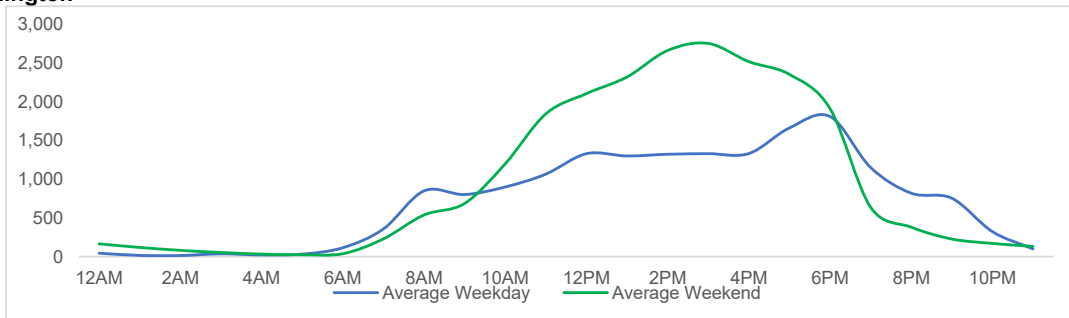
Chelsea Triangle



14th St Square

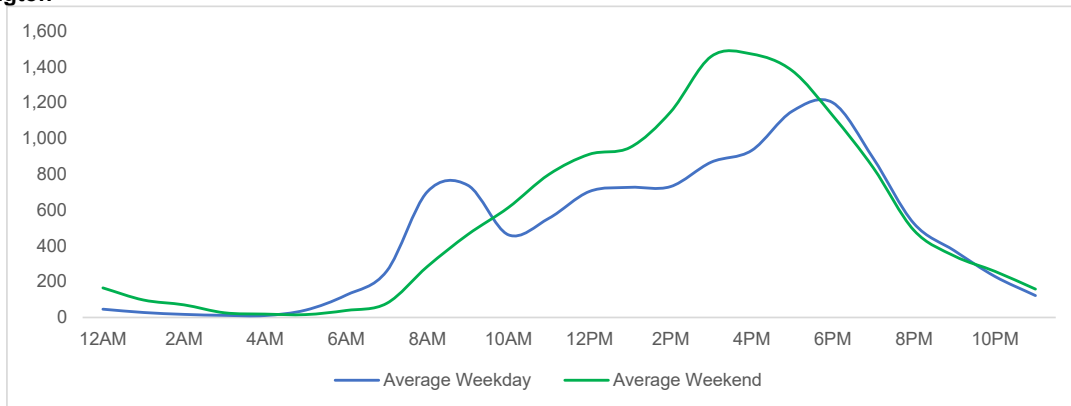


Gansevoort at Washington

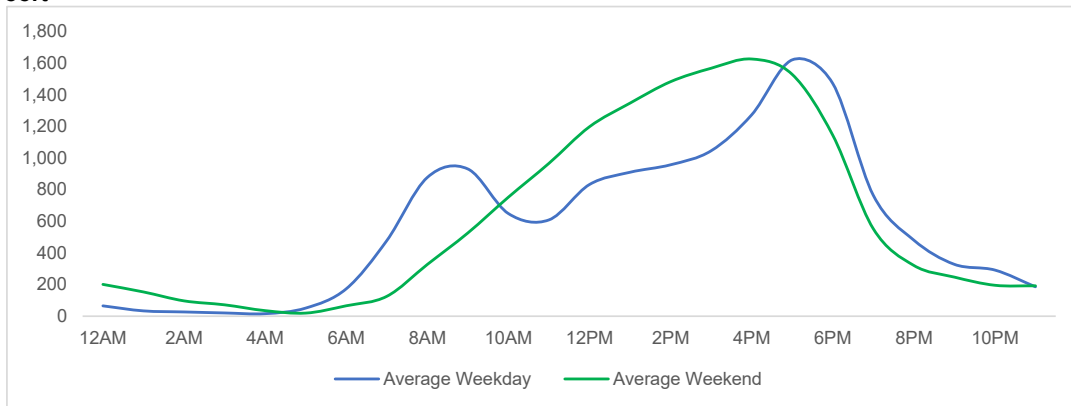


Location Group - Average Daily Pedestrians (cont.)

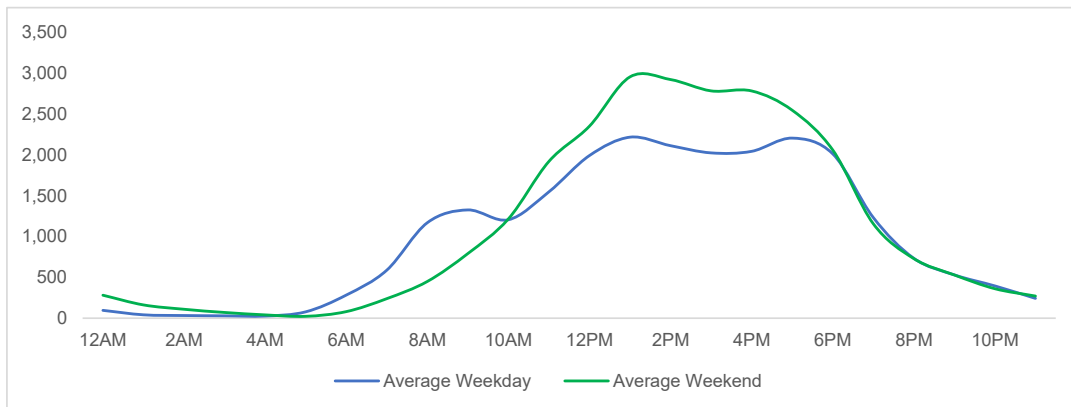
W 14th St at Washington



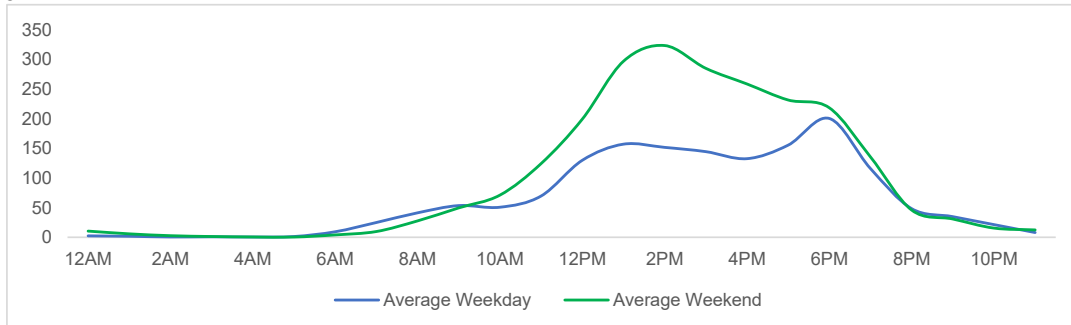
W 13th St at Gansevoort



W16th St at 9th Ave

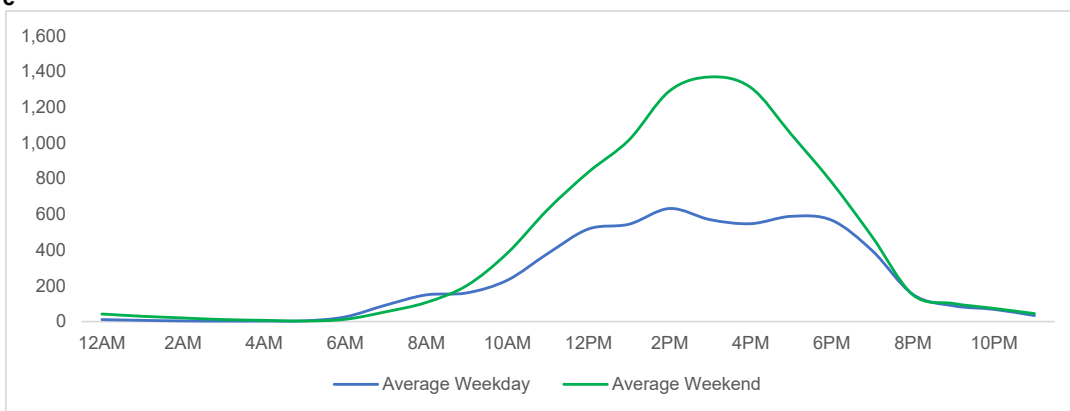


W 14th St at 10th Ave

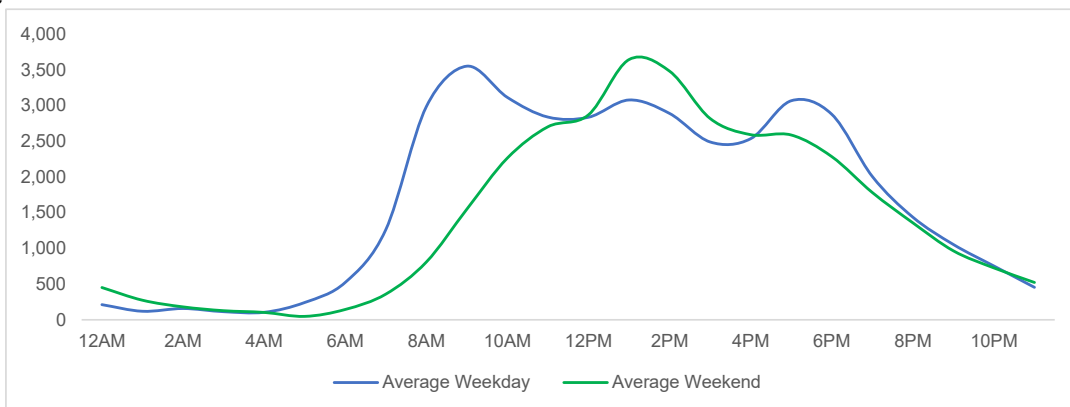


Location Group - Average Daily Pedestrians (cont.)

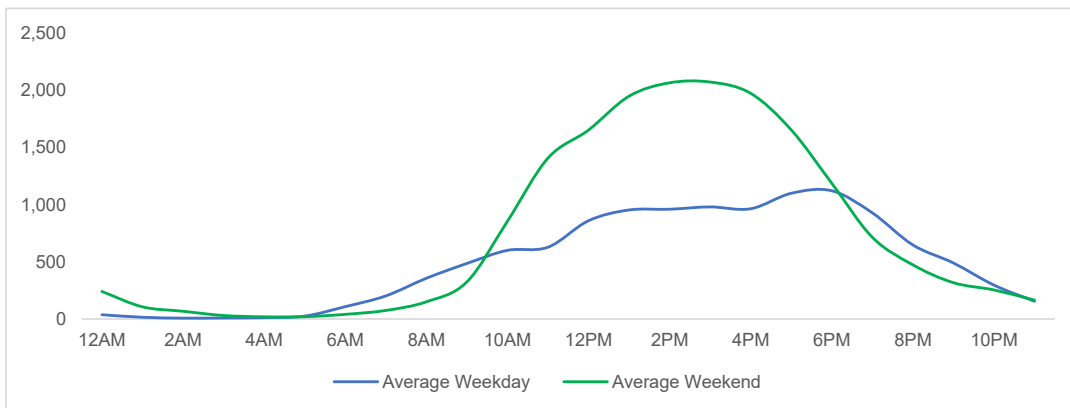
W 13th St at 10th Ave



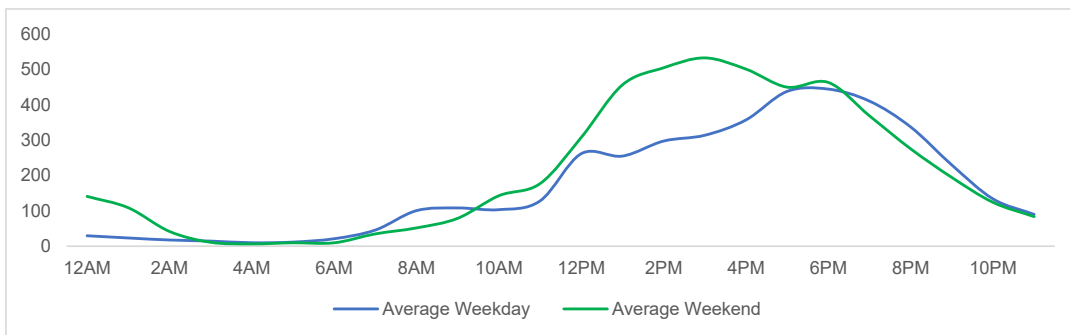
W 15th St at 8th Ave



Gansevoort OS

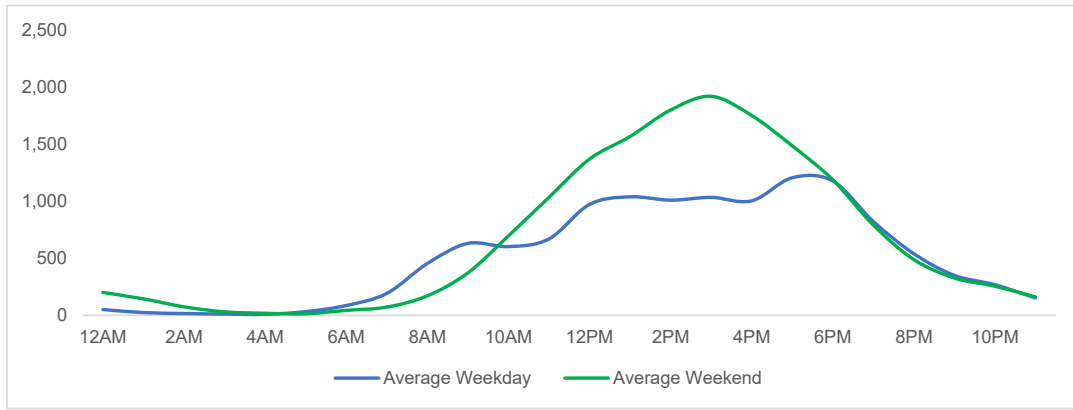


LW 12 OS

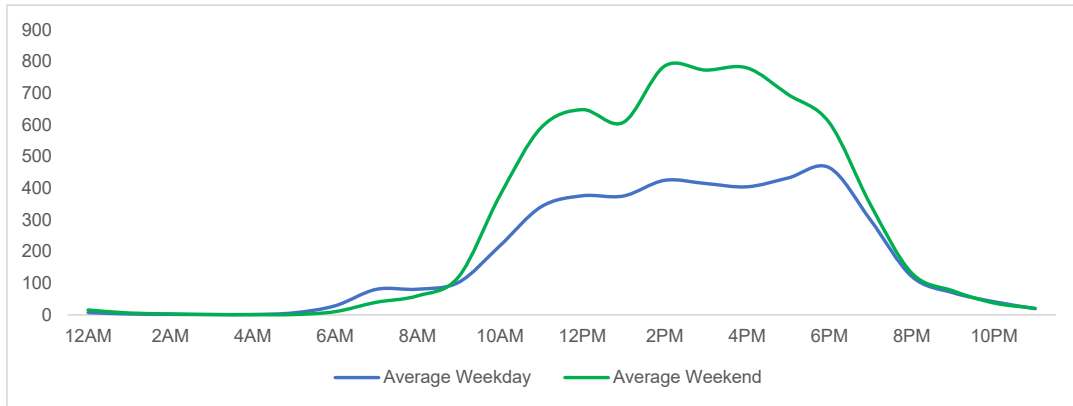


Location Group - Average Daily Pedestrians (cont.)




9th Ave



10th Ave Crossing @ 14



Weather

	Max Temp (F)			
This Year	80	10	25	0
Last Year	80.42	13	21	1

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