

## Monthly Visitor Report Meatpacking District

Weeks this month = 4

Weeks last month = 5

### Arrivals by Zone

	This Month	Previous Month	MoM Change	MoM % Change	Last Year	YoY Change	YoY % Change
<b>Total Movements</b>	<b>5,486,373</b>	<b>4,854,187</b>	<b>158,047</b>	<b>22.4%</b>	<b>4,281,359</b>	<b>105,263</b>	<b>3.3%</b>
<b>District Entry</b>	<b>1,180,471</b>	<b>872,765</b>	<b>76,927</b>	<b>23.0%</b>	<b>1,001,469</b>	<b>22,116</b>	<b>2.4%</b>
<b>Gansevoort Plaza</b>	<b>151,906</b>	<b>138,248</b>			<b>60,716</b>		<i>* not Like-for-Like</i>
<b>Chelsea Triangle</b>	<b>294,658</b>	<b>1,187,778</b>			<b>599,811</b>		<i>* not Like-for-Like</i>
<b>Chelsea Square</b>	<b>240,483</b>	<b>183,026</b>			<b>140,414</b>		<i>* not Like-for-Like</i>

<b>US Downtown Index</b>	<b>12.8%</b>	<b>6.6%</b>
<b>New York Index</b>	<b>11.0%</b>	<b>4.4%</b>

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

### Key Stats

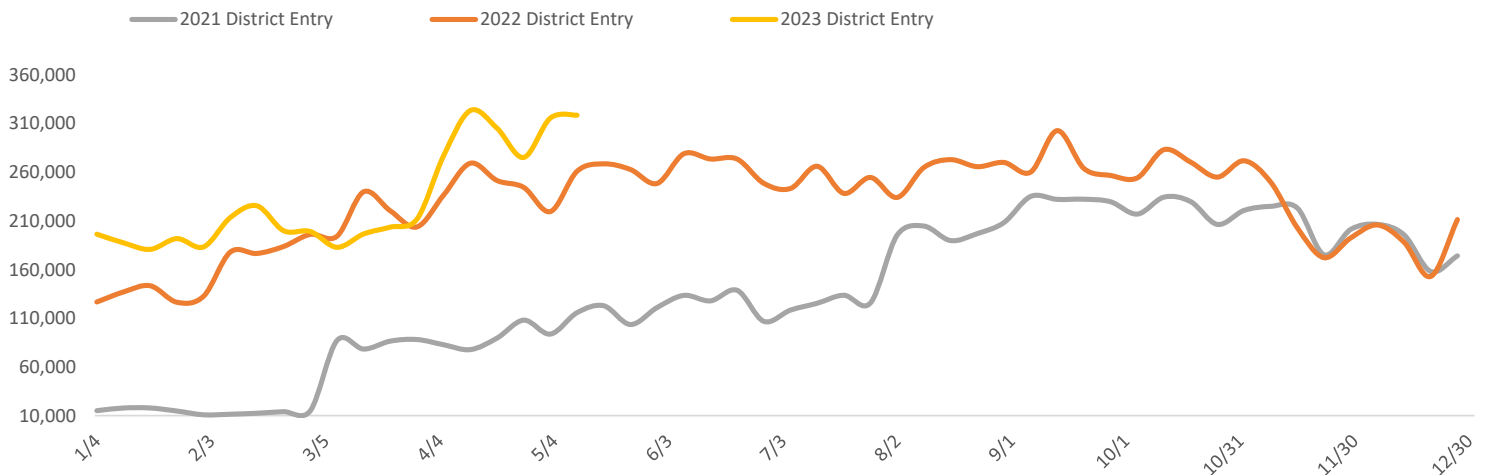
The busiest entry point in Meatpacking District this month was W 15th St at 8th Ave with a total of 353,580 visits.

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

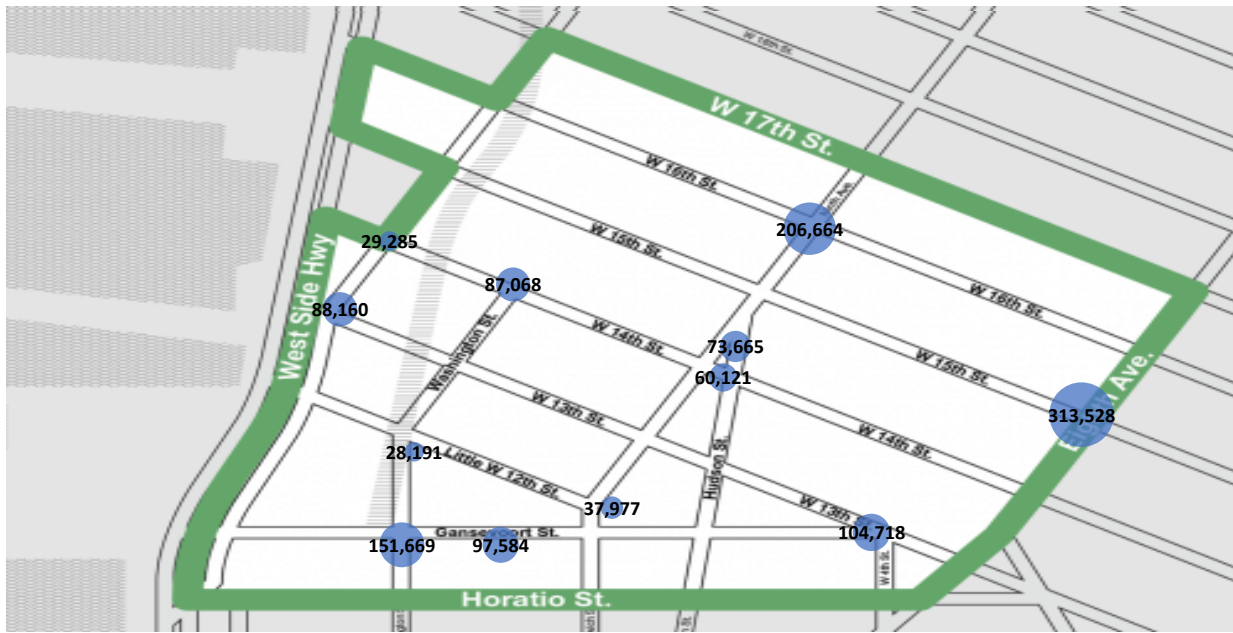
### District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	36,133	38,820	40,235	43,127	49,076	48,923	38,805	295,118
Previous month	27,729	21,196	23,433	21,506	23,773	28,656	28,260	174,553
Last Year	26,757	33,268	33,008	32,989	45,987	42,111	36,248	250,367
Month on month variance (LFL)	5,196	14,278	12,236	15,622	16,913	13,335	4,426	82,006
Month on month % (LFL)	21.4%	75.2%	58.6%	80.0%	78.9%	57.4%	18.3%	53.8%
Year on year variance (LFL)	4,519	1,835	2,767	4,424	-4,012	-569	-3,435	5,529
Year on year % (LFL)	18.1%	5.8%	9.1%	14.4%	-9.5%	-1.5%	-10.7%	2.4%

### District Entry Annual Trend - Weekly Totals



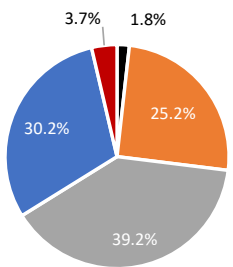
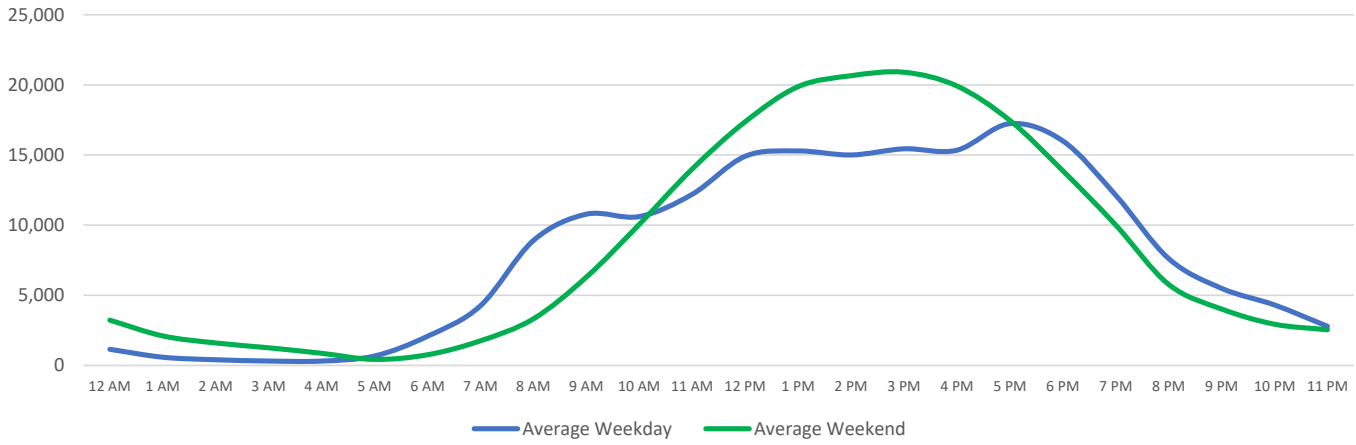
## Average Weekly Pedestrians by Location Group



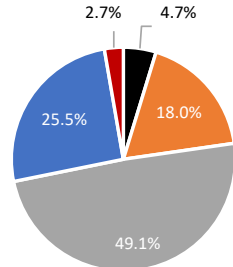
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	4,439	4,510	4,914	5,235	7,477	6,517	4,885	37,977		
Chelsea Triangle	10,990	13,025	10,688	9,811	10,477	10,172	8,502	73,665		
Chelsea Square	6,763	8,618	8,810	10,239	10,051	8,421	7,219	60,121		
Gansevoort at Washington	17,120	15,446	19,575	20,166	28,805	28,340	22,217	151,669	13.7%	-12.5%
W 14th St at Washington	10,465	12,025	12,004	13,589	13,843	13,702	11,442	87,068	129.2%	-0.9%
W 13th St at Gansevoort	12,958	14,302	14,708	15,543	16,800	16,970	13,438	104,718	66.7%	17.6%
W16th St at 9th Ave	25,611	29,417	28,375	30,139	32,492	33,923	26,707	206,664	58.1%	12.5%
W 14th St at 10th Ave	3,455	3,929	3,531	3,950	4,931	5,150	4,340	29,285	4.4%	-55.1%
W 13th St at 10th Ave	8,681	8,033	9,935	12,128	14,871	16,766	17,747	88,160	89.9%	-5.2%
W 15th St at 8th Ave	42,447	48,447	46,780	50,034	50,723	45,039	30,059	313,528	45.1%	6.6%
Gansevoort OS	10,950	11,000	12,225	14,091	16,825	18,138	14,356	97,584		
SS Little W 12th St	2,647	3,538	3,954	4,223	5,489	4,476	3,865	28,191		
<b>Total</b>	<b>156,523</b>	<b>172,288</b>	<b>175,500</b>	<b>189,148</b>	<b>212,782</b>	<b>207,613</b>	<b>164,775</b>	<b>1,278,628</b>	<b>53.0%</b>	<b>3.3%</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	3,444	45.0%	-4.2%
Morning	48,834	44.4%	4.8%
Afternoon	76,001	52.8%	4.2%
Evening	58,505	81.9%	16.7%
Late night	7,105	66.4%	3.9%
<b>Total</b>	<b>193,888</b>	<b>58.0%</b>	<b>7.6%</b>

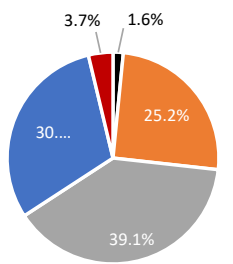
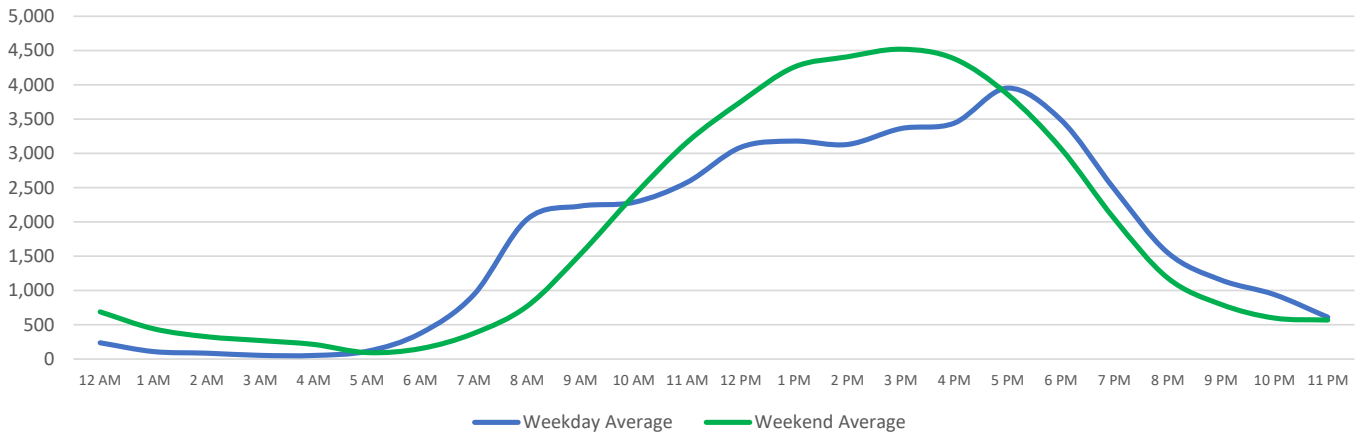


	Average Weekend	Month on Month %	Year on Year %
Early Morning	9,488	65.6%	6.0%
Morning	36,193	53.9%	6.7%
Afternoon	98,736	36.3%	-9.9%
Evening	51,178	46.3%	-9.7%
Late night	5,483	-8.4%	-19.0%
<b>Total</b>	<b>201,077</b>	<b>41.3%</b>	<b>-6.5%</b>

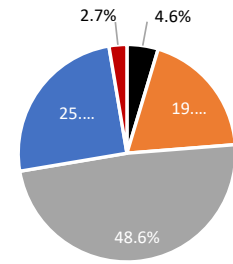
Day Parts are calculated using the following time periods:

Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

## District Entry - Average Daily Pedestrians



	Average Weekday	Month on Month %	Year on Year %
Early Morning	651	43.5%	-25.6%
Morning	10,447	66.8%	-5.3%
Afternoon	16,200	66.7%	-5.6%
Evening	12,628	100.4%	9.0%
Late night	1,551	96.2%	0.8%
<b>Total</b>	<b>41,478</b>	<b>76.3%</b>	<b>-1.5%</b>



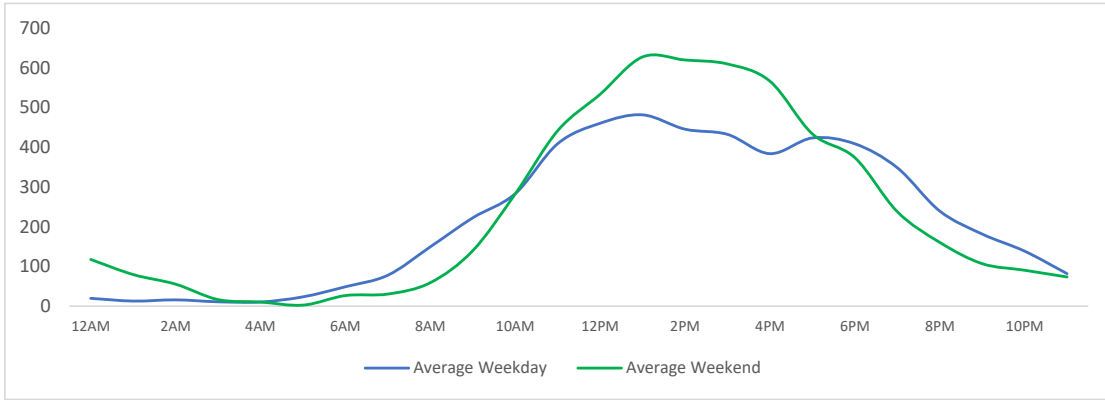
	Average Weekend	Month on Month %	Year on Year %
Early Morning	2,034	38.7%	-27.8%
Morning	8,381	71.0%	-7.8%
Afternoon	21,320	56.0%	-17.9%
Evening	10,963	55.6%	-16.7%
Late night	1,167	-15.2%	-31.9%
<b>Total</b>	<b>43,864</b>	<b>54.1%</b>	<b>-16.9%</b>

Day Parts are calculated using the following time periods:

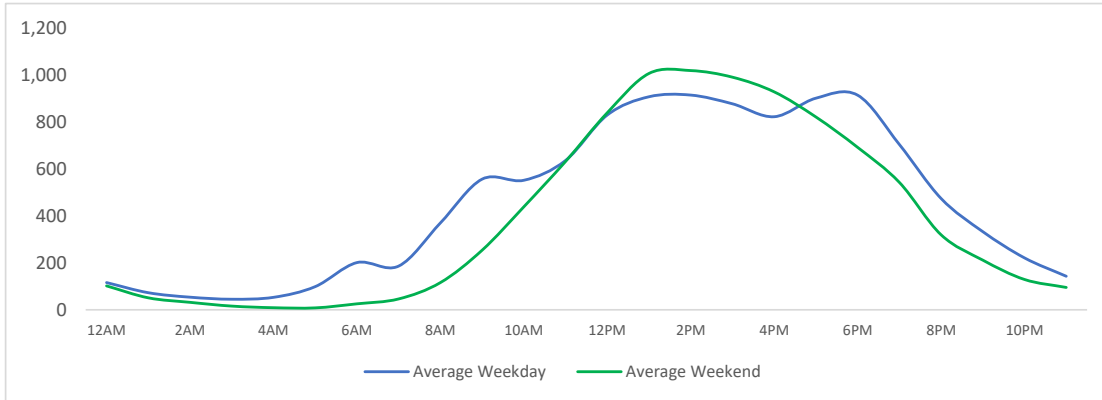
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

# Location Group - Average Daily Pedestrians

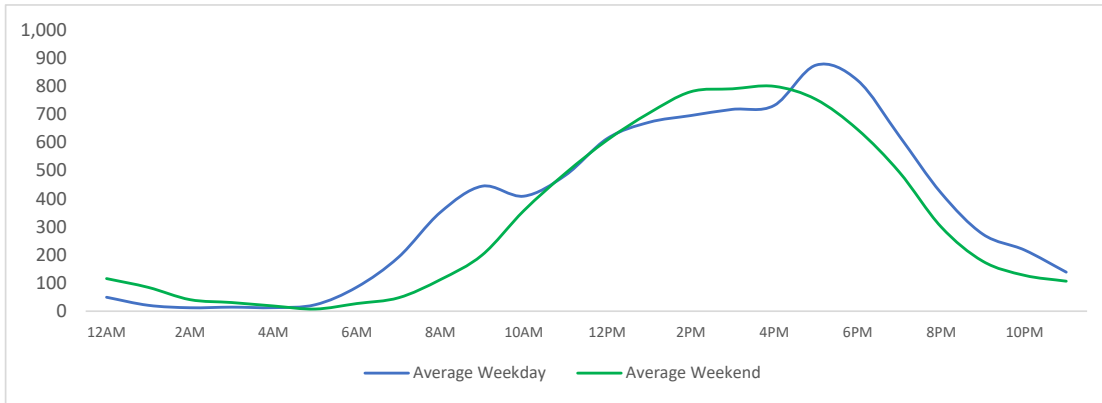
## Gansevoort Plaza



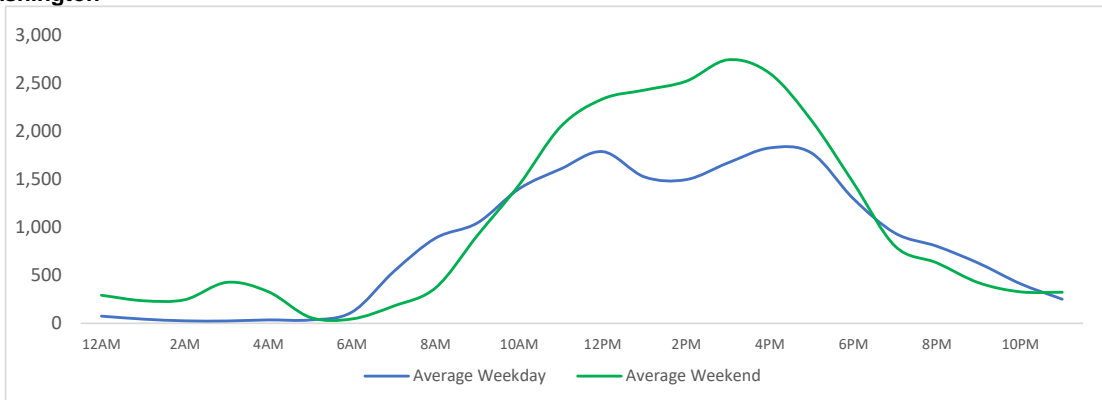
## Chelsea Triangle



## Chelsea Square

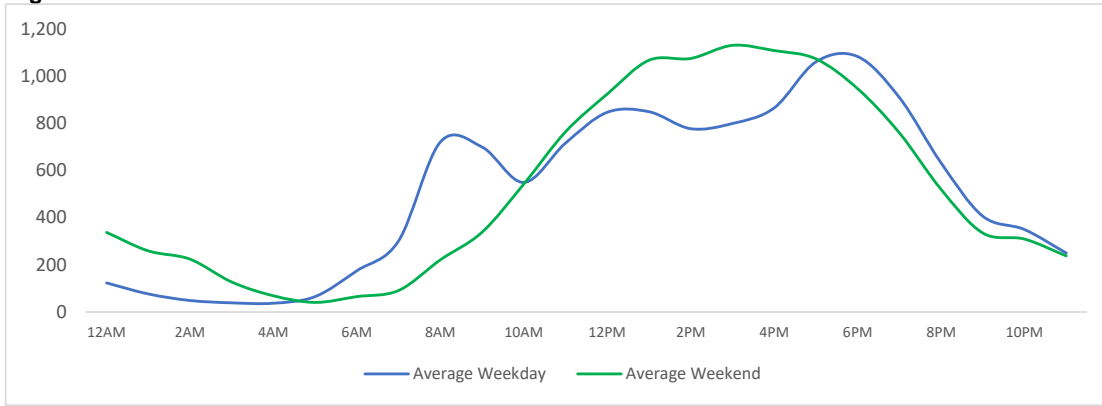


## Gansevoort at Washington

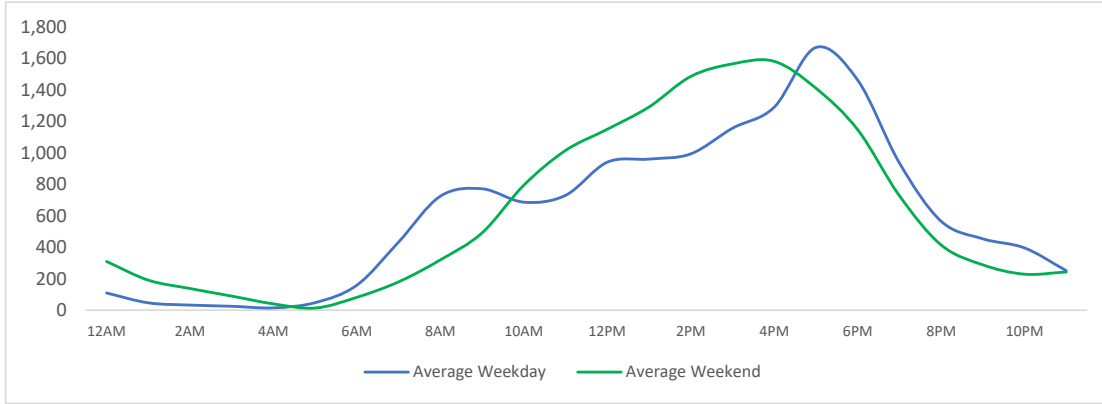


# Location Group - Average Daily Pedestrians (cont.)

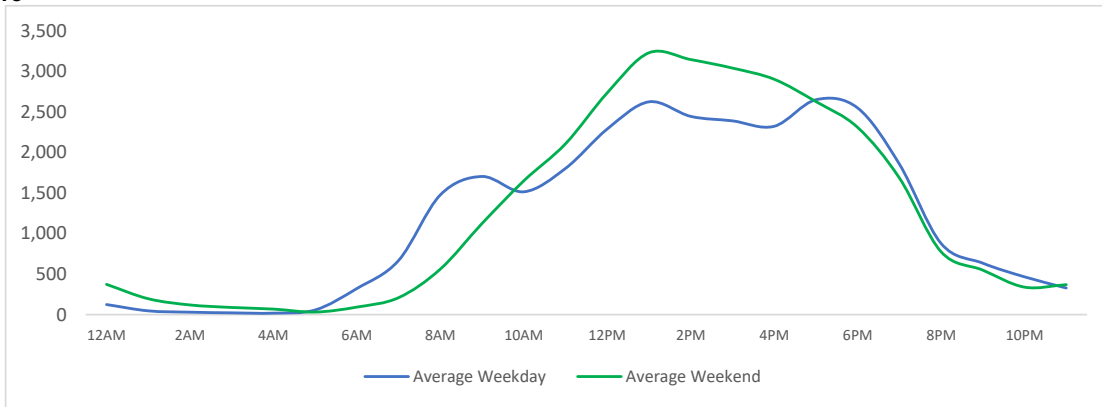
## W 14th St at Washington



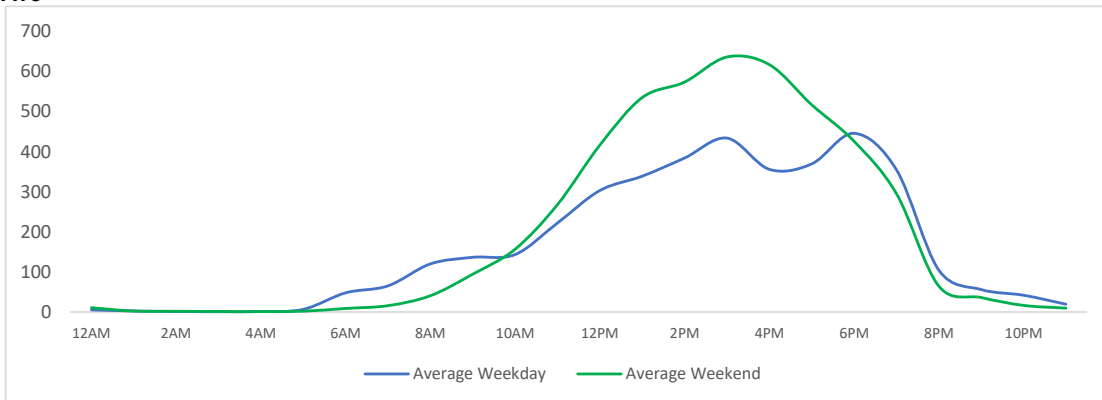
## W 13th St at Gansevoort



## W16th St at 9th Ave

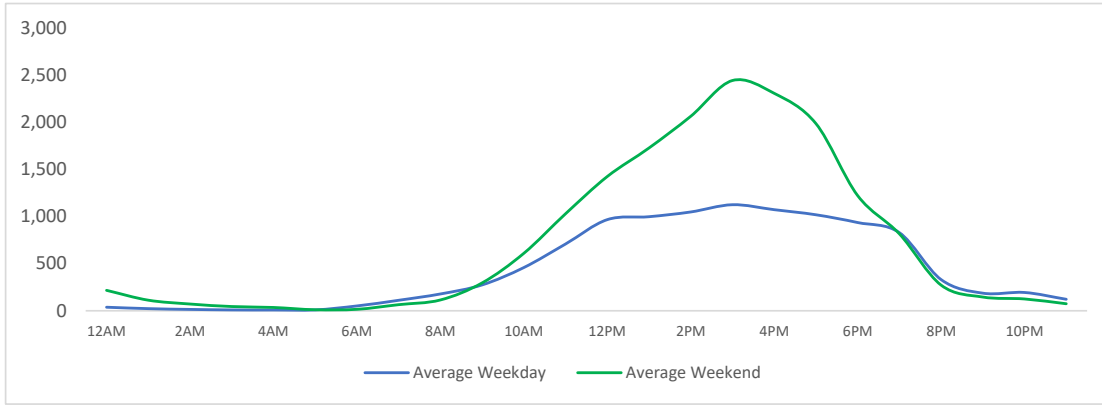


## W 14th St at 10th Ave

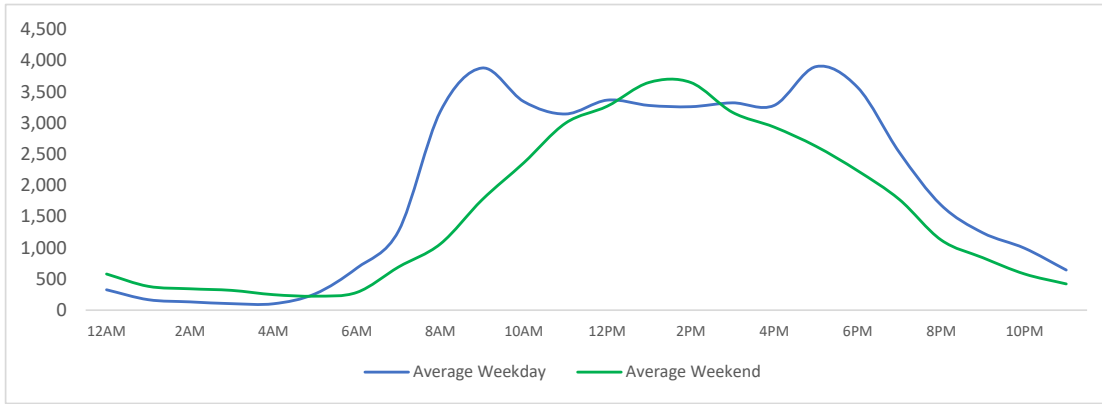


# Location Group - Average Daily Pedestrians (cont.)

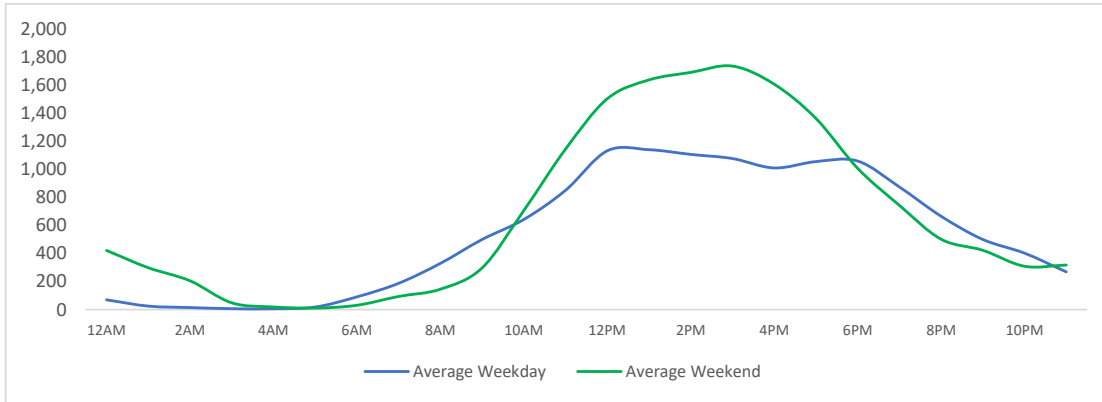
## W 13th St at 10th Ave



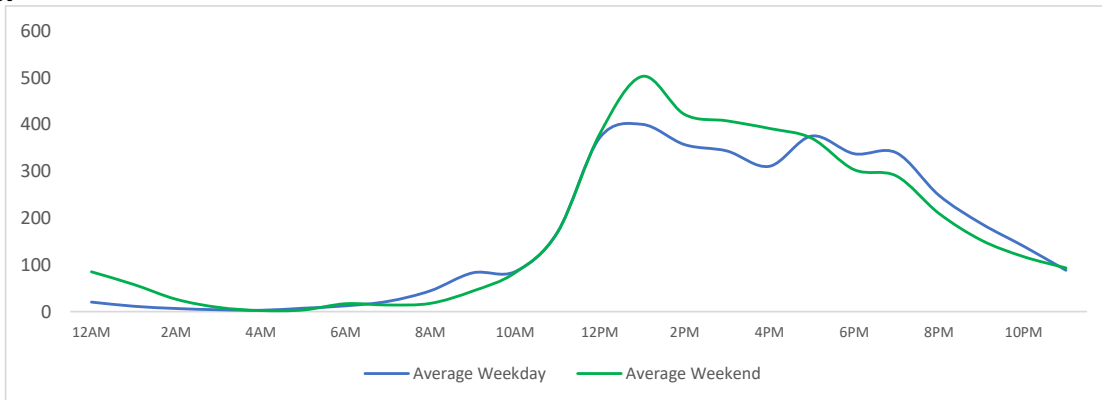
## W 15th St at 8th Ave



## Gansevoort OS






## SS Little W 12th St



**Weather**

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	Max Temp (F)			
This Year	<b>86.72</b>	<b>6</b>	<b>18</b>	<b>4</b>
Last Year	<b>82.4</b>	<b>5</b>	<b>17</b>	<b>6</b>

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