

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	7,013,667	5,987,245	-94,078	-6.3%	5,858,531	-215,063	-4.8%
District Entry	1,339,653	1,159,379	-21,914	-7.6%	1,383,853	-37,146	-4.2%
Gansevoort Plaza	175,204	176,919	-9,189	-20.8%	69,703		<i>* not Like-for-Like</i>
Chelsea Triangle	332,528	269,146	-781	-1.2%	735,331		<i>* not Like-for-Like</i>
14th St Square	332,575	276,209	-2,537	-3.7%	148,927		<i>* not Like-for-Like</i>
W 14th St at 10th Ave	98,854	61,020	4,516	29.6%	151,543		<i>* not Like-for-Like</i>
US Downtown Index				0.3%			0.7%
New York Index				-2.1%			-1.8%

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

Key Stats

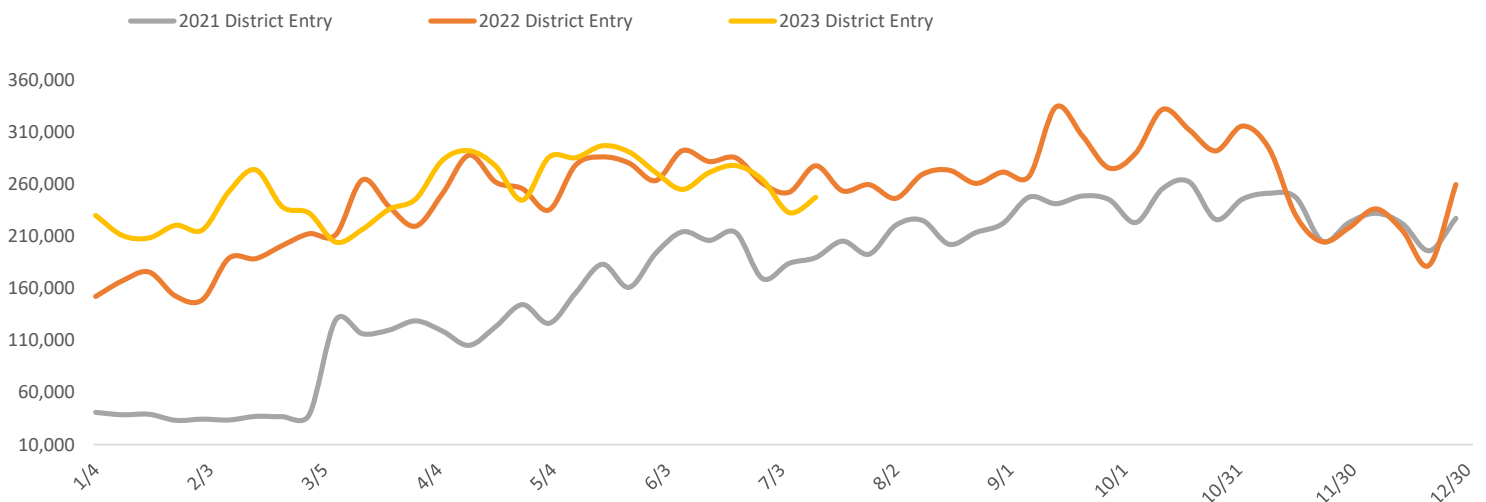
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 371,602 visits.

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

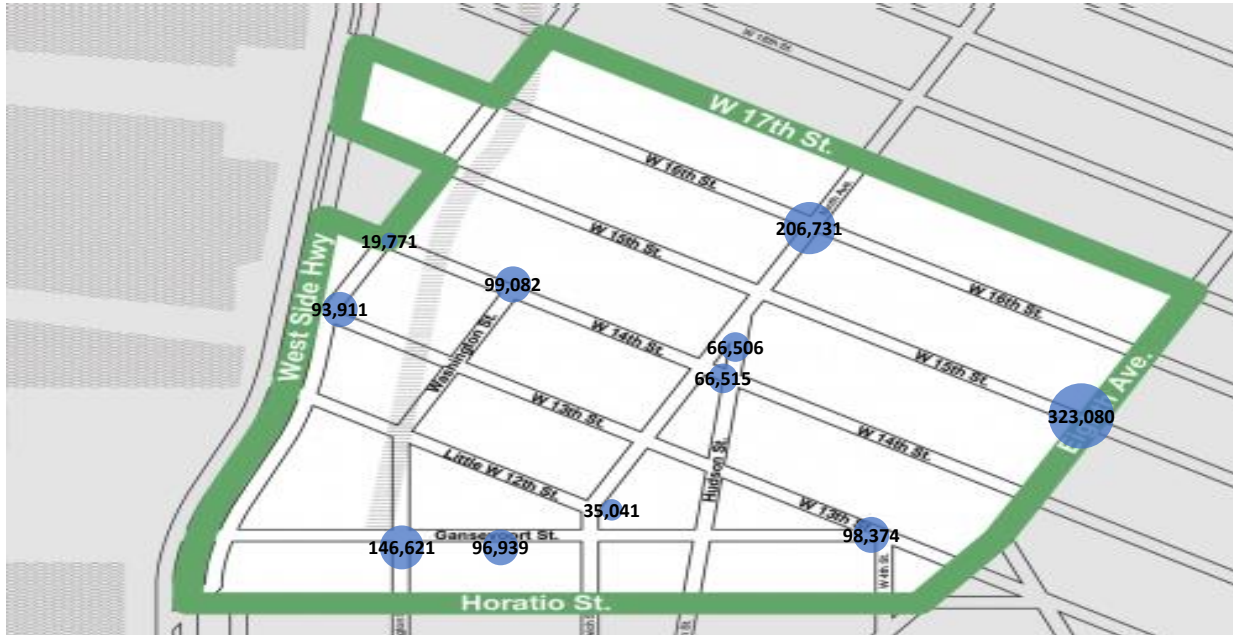
District Entry - Average Daily Pedestrians

	Monday	Tuesday/Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	35,147	36,634	37,090	37,659	38,005	44,439	267,931
Previous month	38,468	38,327	39,319	40,907	44,668	43,913	289,845
Last Year	34,008	36,473	37,626	36,733	45,074	40,293	276,771
Month on month variance (LFL)	-3,073	-1,484	-1,623	-2,313	-3,944	-796	-15,706
Month on month % (LFL)	-12.1%	-5.8%	-6.2%	-8.5%	-13.8%	-2.9%	-8.4%
Year on year variance (LFL)	462	216	-60	-678	-3,634	-1,767	-7,429
Year on year % (LFL)	2.1%	0.9%	-0.2%	-2.7%	-12.8%	-6.9%	-4.2%

District Entry Annual Trend - Weekly Totals



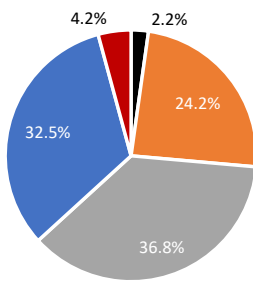
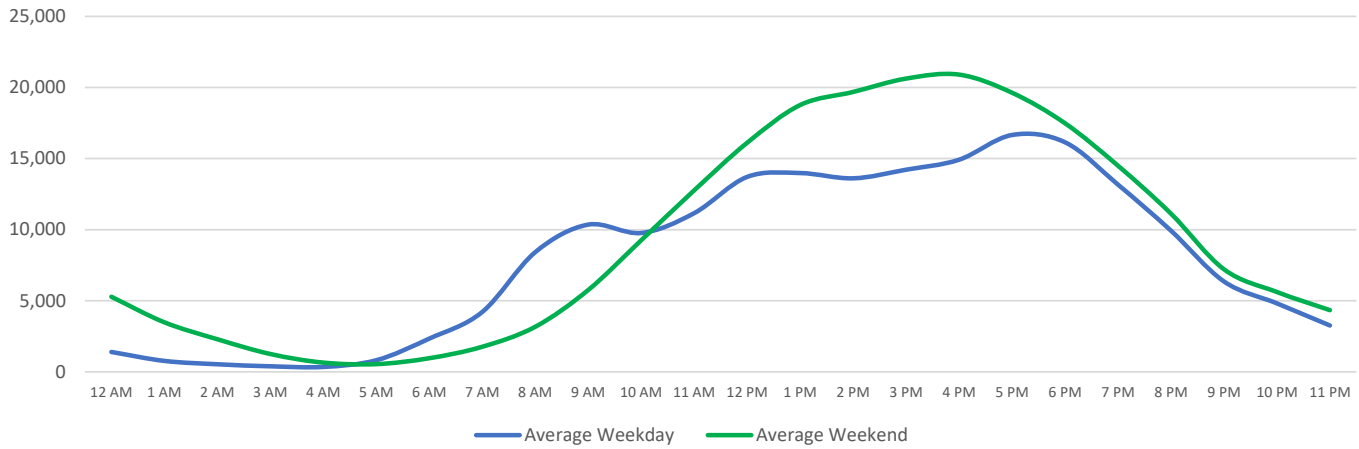
Average Weekly Pedestrians by Location Group



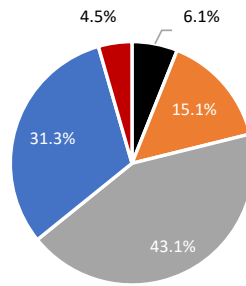
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	4,026	4,102	4,496	4,568	5,452	7,090	5,306	35,041	-20.8%	
Chelsea Triangle	8,642	8,813	8,905	9,213	9,401	11,488	10,043	66,506	-1.2%	
14th St Square	8,723	9,301	9,583	9,706	9,387	10,568	9,248	66,515	-3.7%	
Gansevoort at Washington	19,329	15,432	18,956	19,632	22,453	27,236	23,583	146,621	-10.8%	-22.5%
W 14th St at Washington	12,872	12,754	13,809	14,070	14,241	16,495	14,840	99,082	-6.4%	-8.1%
W 13th St at Gansevoort	12,609	13,307	13,935	13,873	14,607	16,013	14,031	98,374	-10.7%	-1.5%
W16th St at 9th Ave	26,622	28,708	28,188	29,197	29,605	34,088	30,323	206,731	-4.7%	0.2%
W 14th St at 10th Ave	2,320	2,322	2,478	2,713	2,704	3,916	3,317	19,771	29.6%	-34.8%
W 13th St at 10th Ave	12,557	9,857	9,538	10,297	12,530	20,754	18,378	93,911	-9.1%	-12.1%
W 15th St at 8th Ave	41,231	50,889	51,010	50,643	46,931	42,964	39,413	323,080	-3.2%	0.7%
Gansevoort OS	11,650	10,770	11,794	12,230	15,294	19,072	16,128	96,939	-10.8%	
LW 12 OS	3,758	3,715	3,541	3,987	4,724	5,675	4,956	30,356	-4.5%	
9th Ave	13,696	13,491	13,642	14,354	15,205	19,853	16,665	106,907	-3.2%	
10th Ave Crossing @ 14	1,816	1,596	1,525	1,571	1,493	2,522	2,378	12,900	-16.7%	
Total	179,850	185,056	191,401	196,055	204,027	237,733	208,611	1,402,733	-6.3%	-4.8%

*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	4,257	5.7%	-7.0%
Morning	46,247	-9.0%	0.8%
Afternoon	70,439	-7.4%	-5.5%
Evening	62,260	-2.4%	-4.7%
Late night	8,076	0.7%	-15.4%
Total	191,278	-5.8%	-4.1%

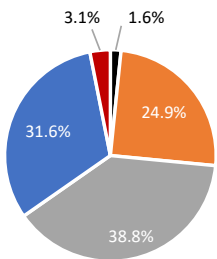
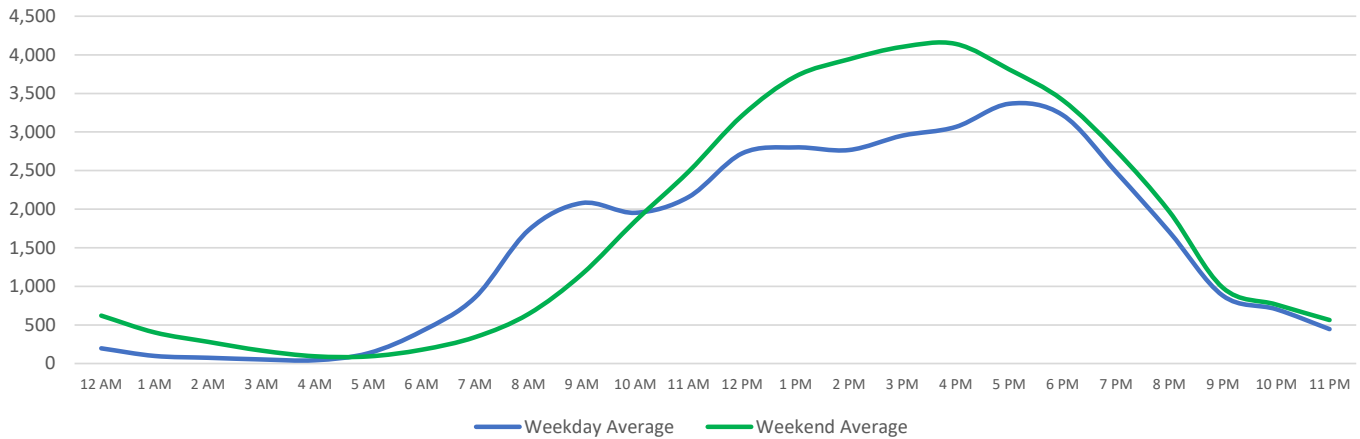


	Average Weekend	Month on Month %	Year on Year %
Early Morning	13,508	14.4%	14.1%
Morning	33,667	-6.8%	-1.5%
Afternoon	96,095	-1.5%	-8.9%
Evening	69,951	4.5%	-8.7%
Late night	9,952	9.1%	-8.7%
Total	223,172	0.6%	-6.5%

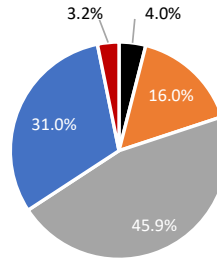
Day Parts are calculated using the following time periods:

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	598	6.3%	-62.1%
Morning	9,194	-9.4%	-35.5%
Afternoon	14,308	-10.4%	-37.6%
Evening	11,658	-6.4%	-32.3%
Late night	1,150	-4.7%	-45.1%
Total	36,907	-8.5%	-36.5%



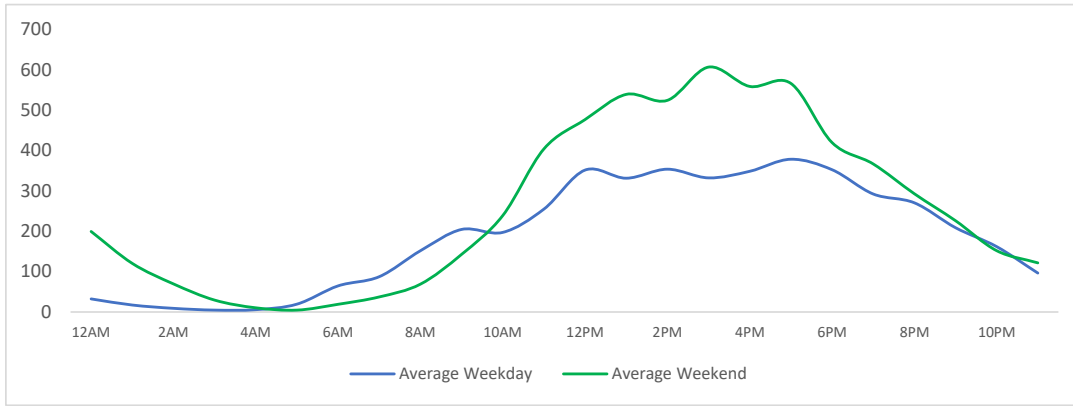
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,657	-0.9%	-47.0%
Morning	6,654	-7.6%	-40.2%
Afternoon	19,119	-7.1%	-42.5%
Evening	12,939	-2.4%	-40.6%
Late night	1,328	-3.0%	-52.1%
Total	41,697	-5.4%	-42.1%

Day Parts are calculated using the following time periods:

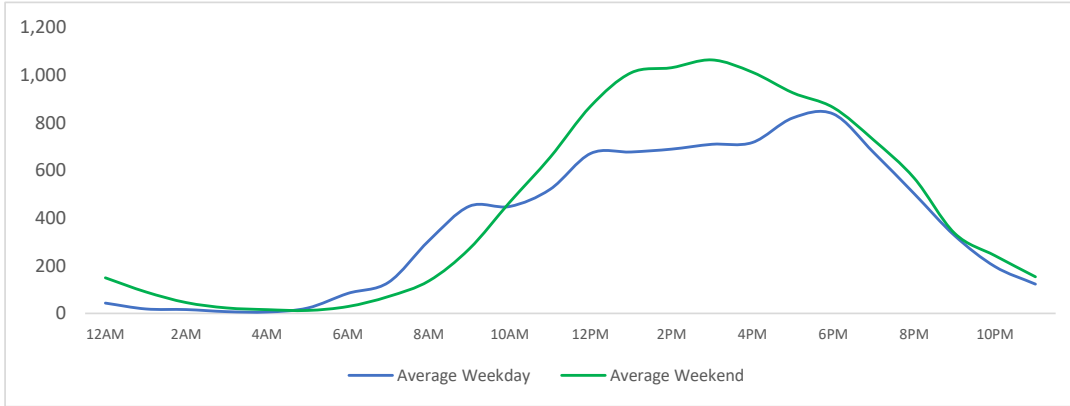
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

Location Group - Average Daily Pedestrians

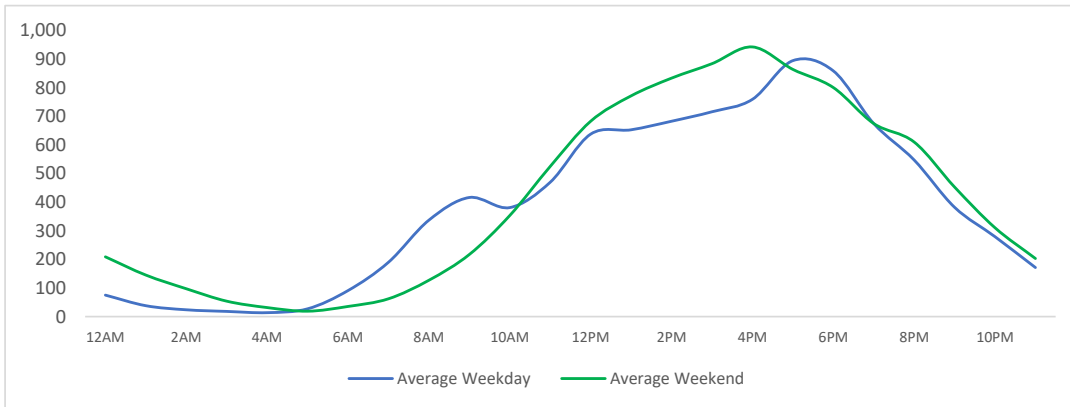
Gansevoort Plaza



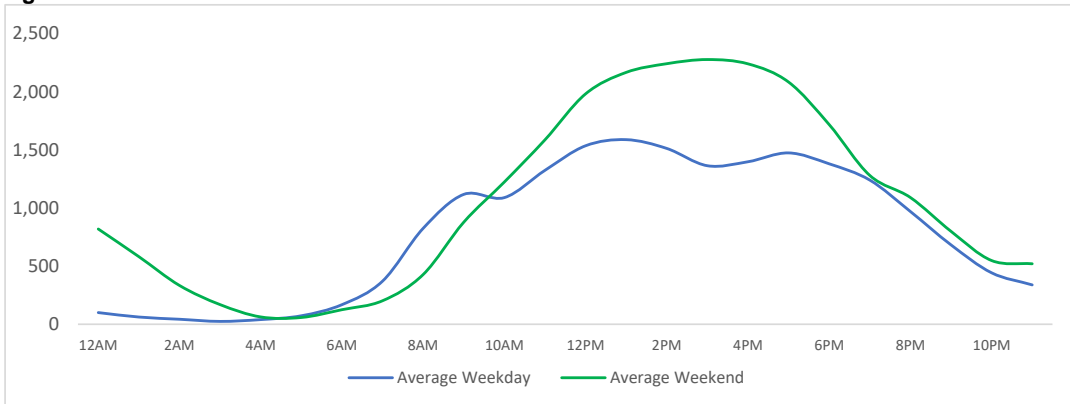
Chelsea Triangle



14th St Square

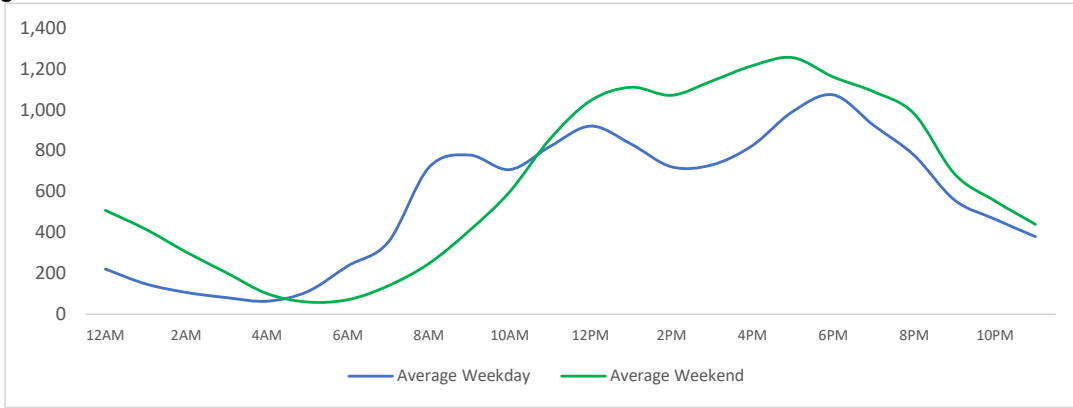


Gansevoort at Washington

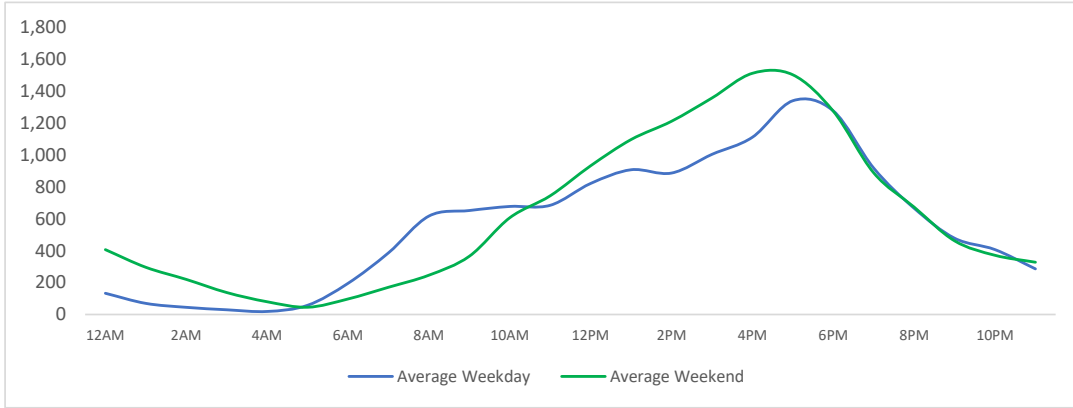


Location Group - Average Daily Pedestrians (cont.)

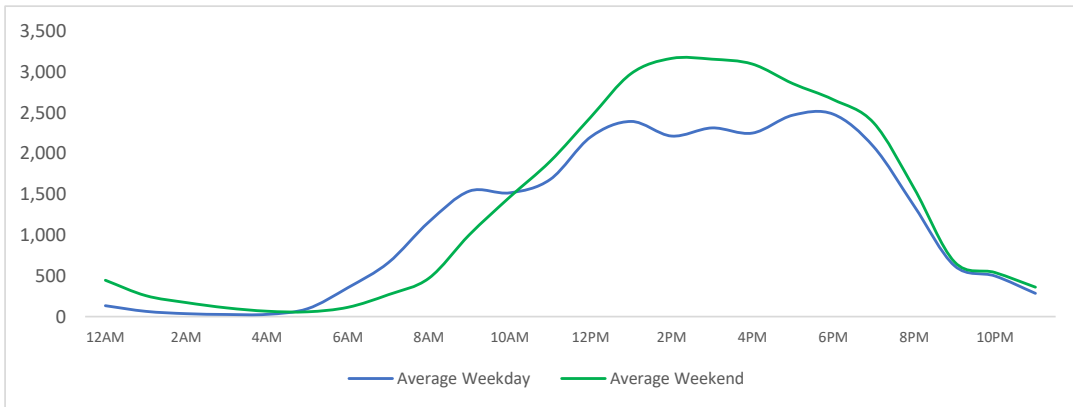
W 14th St at Washington



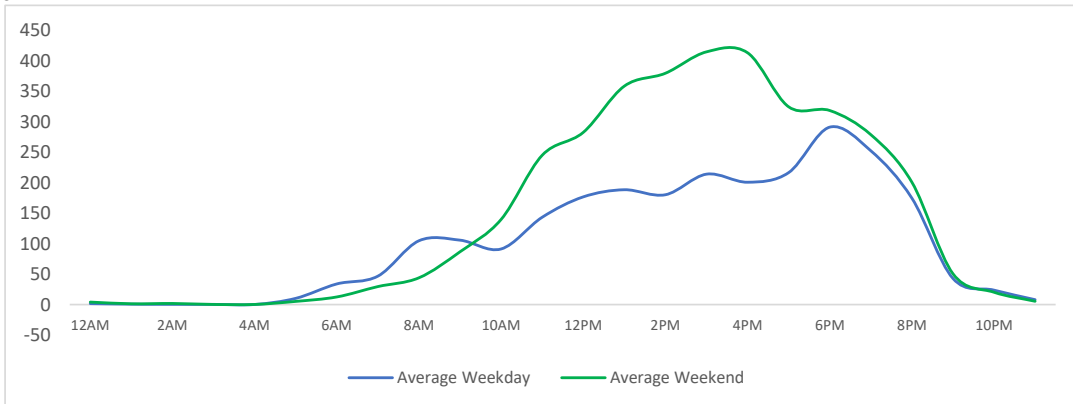
W 13th St at Gansevoort



W16th St at 9th Ave

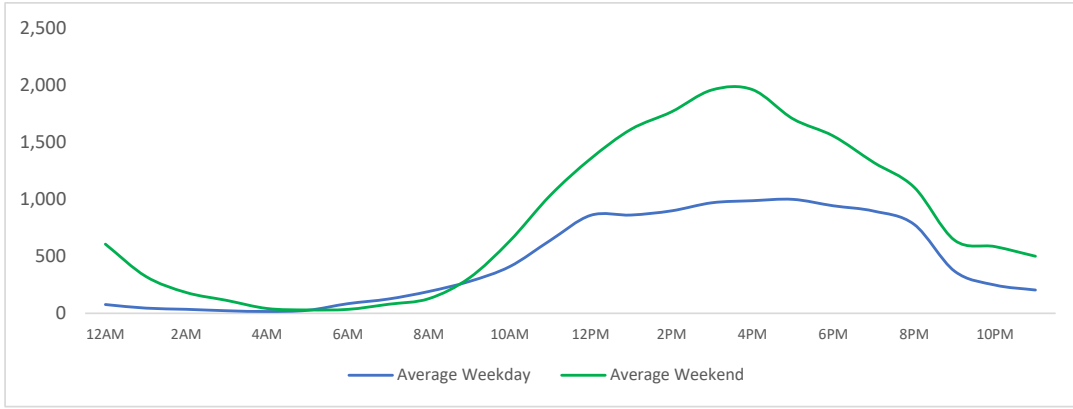


W 14th St at 10th Ave

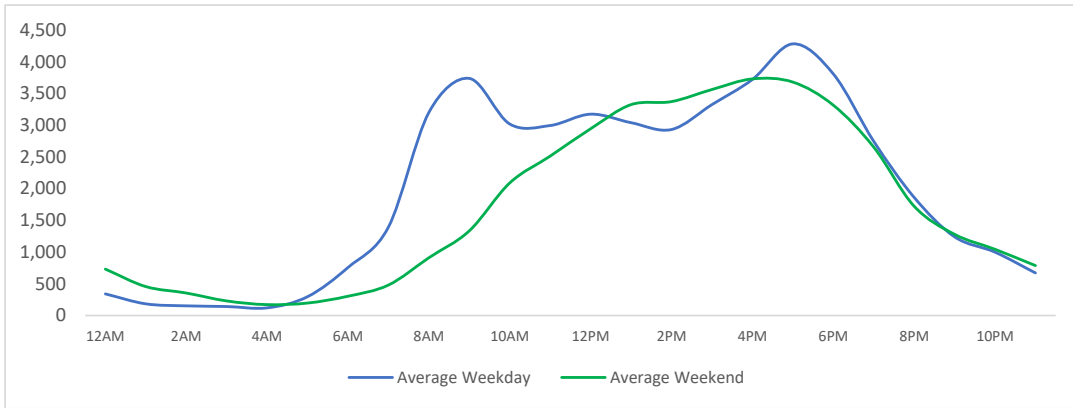


Location Group - Average Daily Pedestrians (cont.)

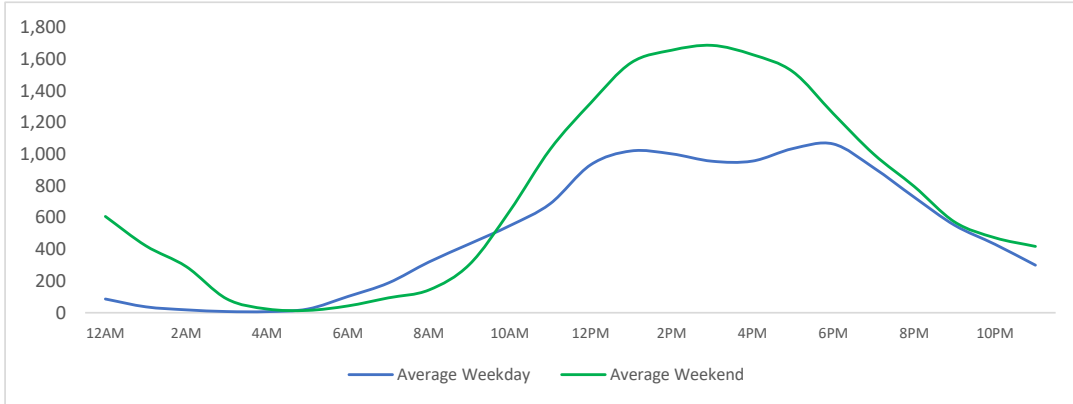
W 13th St at 10th Ave



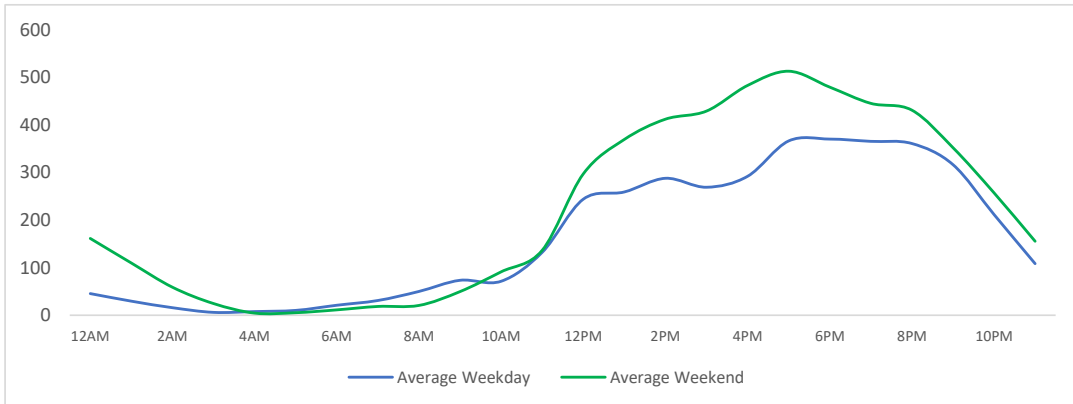
W 15th St at 8th Ave



Gansevoort OS

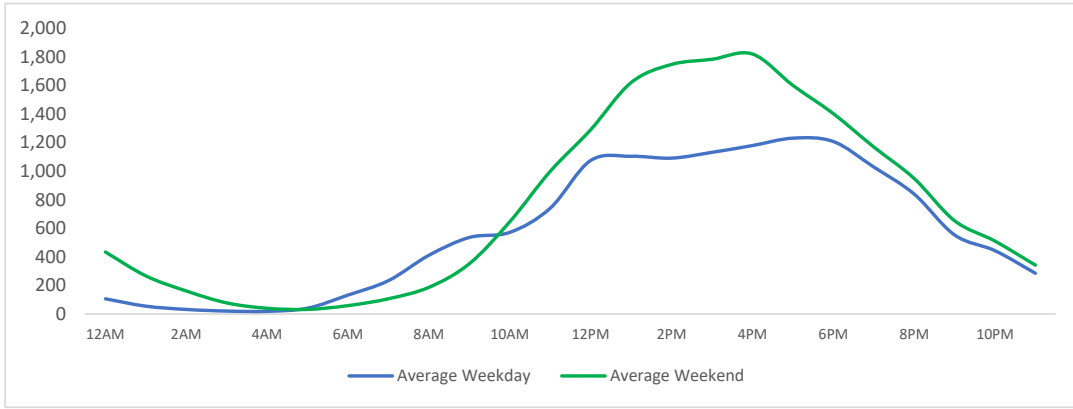


LW 12 OS

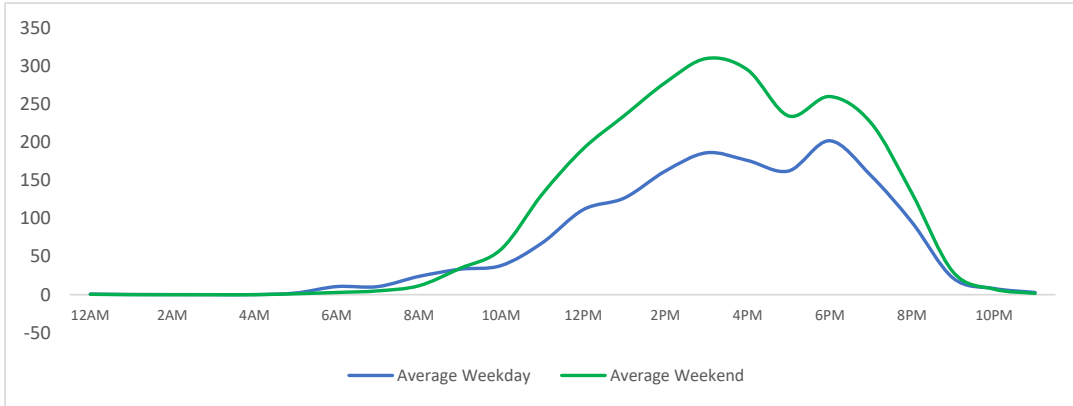


Location Group - Average Daily Pedestrians (cont.)




9th Ave



10th Ave Crossing @ 14



Weather

	Max Temp (F)			
This Year	87	8	24	3
Last Year	95	3	30	2

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