MEATPACKING DISTRICT

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	**5,257,348**	4,716,233	-127,589	-10.8%	4,461,971	13,915	0.4%
District Entry	**1,061,315**	936,063	-21,753	-9.3%	1,111,996	20,600	3.1%
Gansevoort Plaza	**165,316**	133,696	-361	-1.1%	151,496		* not Like-for-Like
Chelsea Triangle	**284,547**	234,696	-1,765	-3.0%	787,615		* not Like-for-Like
14th St Square	**248,725**	214,384	-3,851	-7.2%	195,651		* not Like-for-Like
W 14th St at 10th Ave	**57,483**	50,254	-1,067	-8.5%	99,226		* not Like-for-Like
US Downtown Index				5.7%			8.8%
New York Index				10.9%			8.4%

*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 279,825 visits.

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

District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	**23,254**	**29,779**	**31,141**	**31,763**	**34,228**	**39,279**	**22,819**	**212,263**
Previous month	28,757	32,092	33,673	33,345	36,669	40,371	29,110	234,016
Last Year	32,536	29,388	30,456	29,251	37,001	32,452	31,316	222,399
Month on month variance (LFL)	-4,598	-1,847	-1,721	-1,034	-2,254	-1,732	-3,799	-16,984
Month on month % (LFL)	-24.0%	-8.6%	-7.6%	-4.7%	-9.4%	-6.8%	-21.1%	-11.1%
Year on year variance (LFL)	-4,481	2,454	1,130	2,245	1,820	4,492	-3,540	4,120
Year on year % (LFL)	-23.5%	14.4%	5.7%	12.0%	9.1%	23.5%	-19.9%	3.1%

District Entry Annual Trend - Weekly Totals

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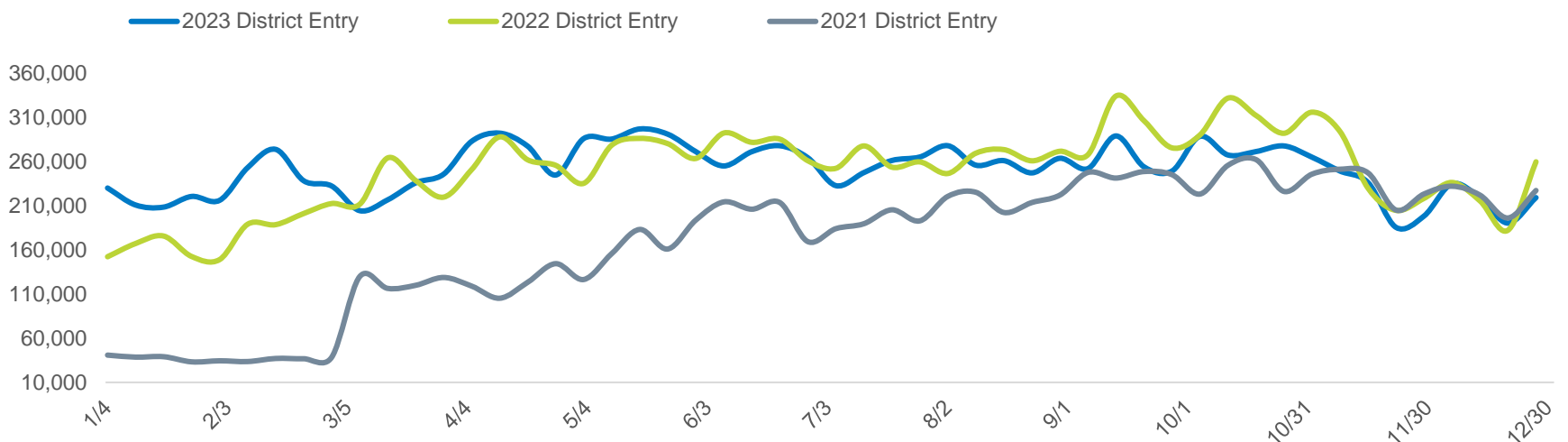
Average Weekly Pedestrians by Location Group
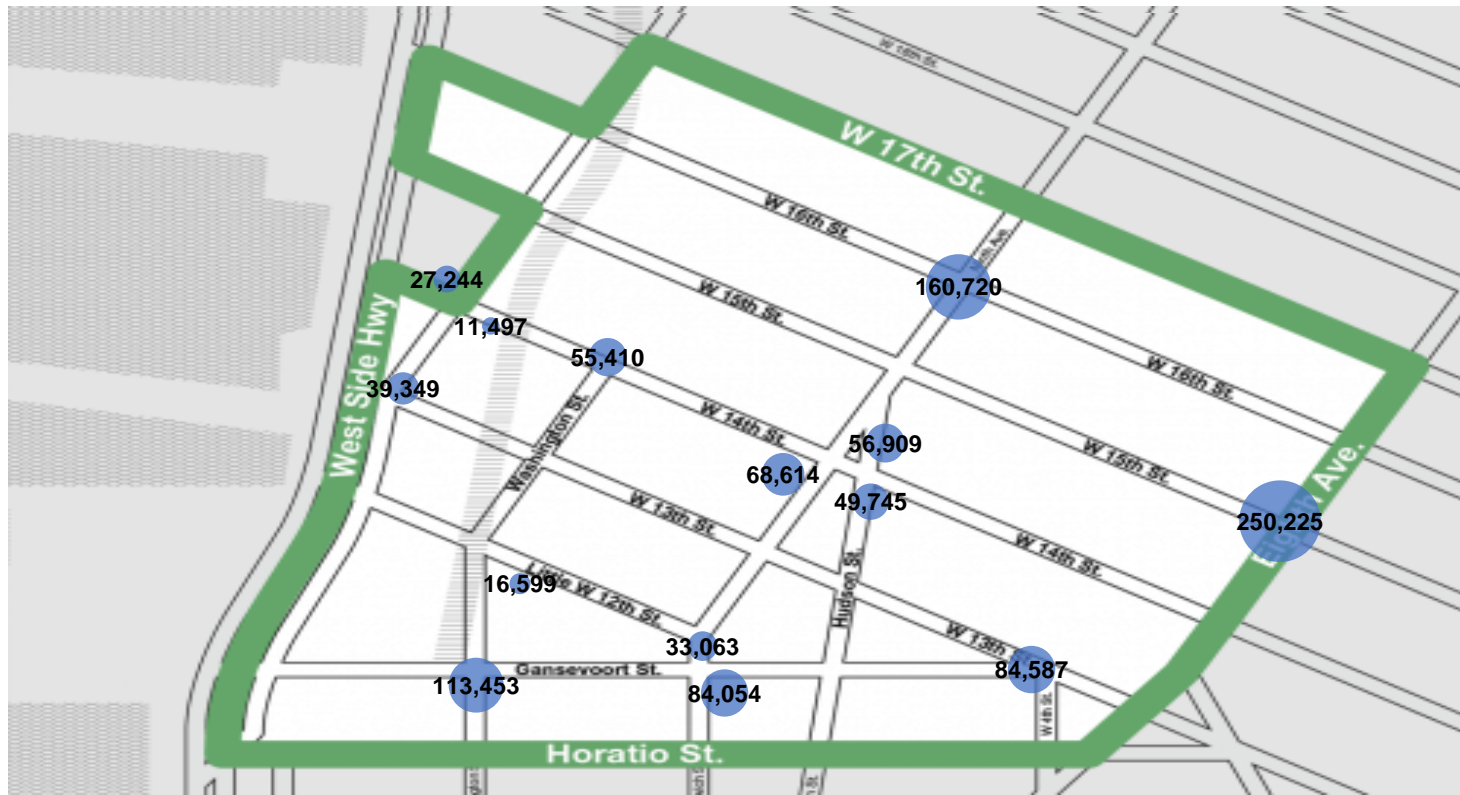
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	3,271	3,852	4,382	4,545	5,955	7,127	3,932	33,063	-1.1%	
Chelsea Triangle	6,110	7,519	7,642	8,204	9,155	11,698	6,581	56,909	-3.0%	
14th St Square	5,716	7,526	7,630	7,846	7,891	8,999	4,137	49,745	-7.2%	
Gansevoort at Washington	12,287	13,512	16,306	15,504	21,307	22,689	11,848	113,453	-14.0%	-18.0%
W 14th St at Washington	7,623	7,323	7,564	8,086	8,521	10,489	5,805	55,410	-21.4%	13.2%
W 13th St at Gansevoort	9,831	11,818	13,089	13,371	13,915	14,056	8,506	84,587	-9.9%	24.7%
W16th St at 9th Ave	18,602	21,970	22,829	24,124	26,113	28,554	18,527	160,720	-11.1%	1.5%
W 14th St at 10th Ave	1,178	1,532	1,407	1,484	1,903	2,737	1,257	11,497	-8.5%	-42.1%
W 13th St at 10th Ave	4,491	4,543	4,455	4,947	6,596	9,704	4,614	39,349	-16.5%	3.9%
W 15th St at 8th Ave	18,957	37,874	41,676	46,373	39,523	43,763	22,060	250,225	-7.5%	-1.6%
Gansevoort OS	8,472	9,513	11,214	11,373	14,539	17,619	11,323	84,054	-6.6%	
LW 12 OS	1,843	2,087	1,963	2,058	2,507	4,028	2,112	16,599	-35.5%	
9th Ave	7,658	9,132	9,250	9,950	10,474	14,157	7,992	68,614	-14.6%	
10th Ave Crossing @ 14	3,399	3,755	3,126	3,374	4,610	6,167	2,813	27,244	-9.2%	
Total	109,438	141,958	152,532	161,239	173,009	201,787	111,506	1,051,470	-10.8%	0.4%

*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 — Average Weekend
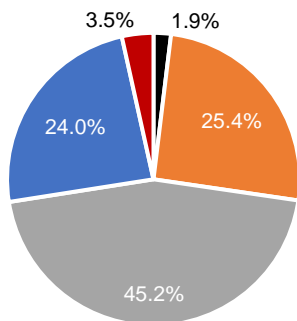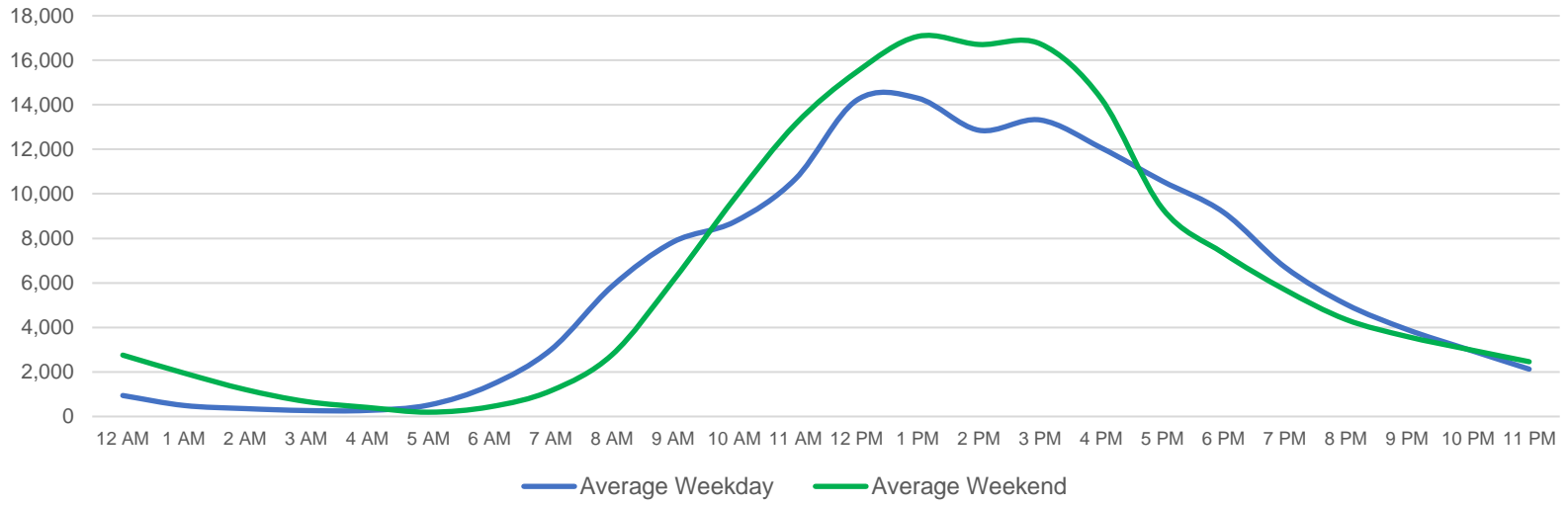
	Average Weekday	Month on Month %	Year on Year %
Early Morning	2,845	-29.1%	4.4%
Morning	37,481	-13.6%	3.1%
Afternoon	66,742	-5.4%	-1.4%
Evening	35,429	-11.3%	-4.3%
Late night	5,138	-18.3%	-7.3%
Total	147,635	-10.3%	-1.0%
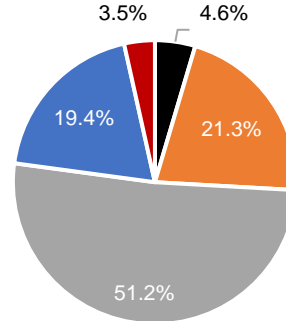
	Average Weekend	Month on Month %	Year on Year %
Early Morning	7,192	-8.6%	-15.2%
Morning	33,371	2.8%	26.8%
Afternoon	80,272	-15.2%	2.4%
Evening	30,336	-17.3%	-7.5%
Late night	5,478	-4.6%	8.8%
Total	156,647	-11.2%	4.4%

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
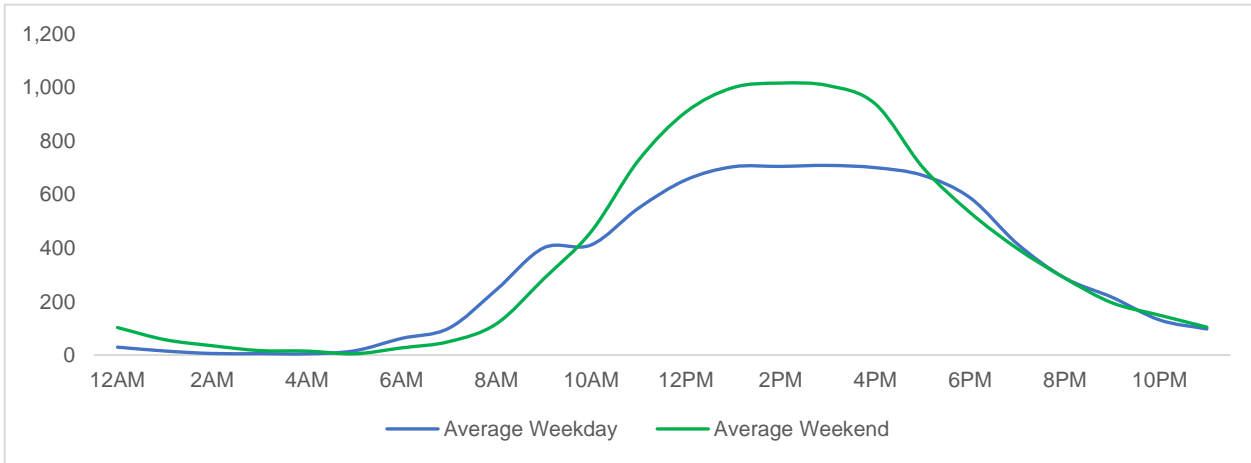
District Entry - Average Daily Pedestrians

Weekday Average — Weekend Average
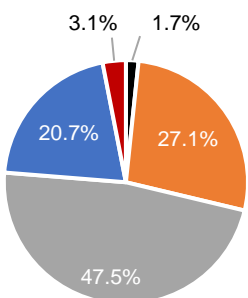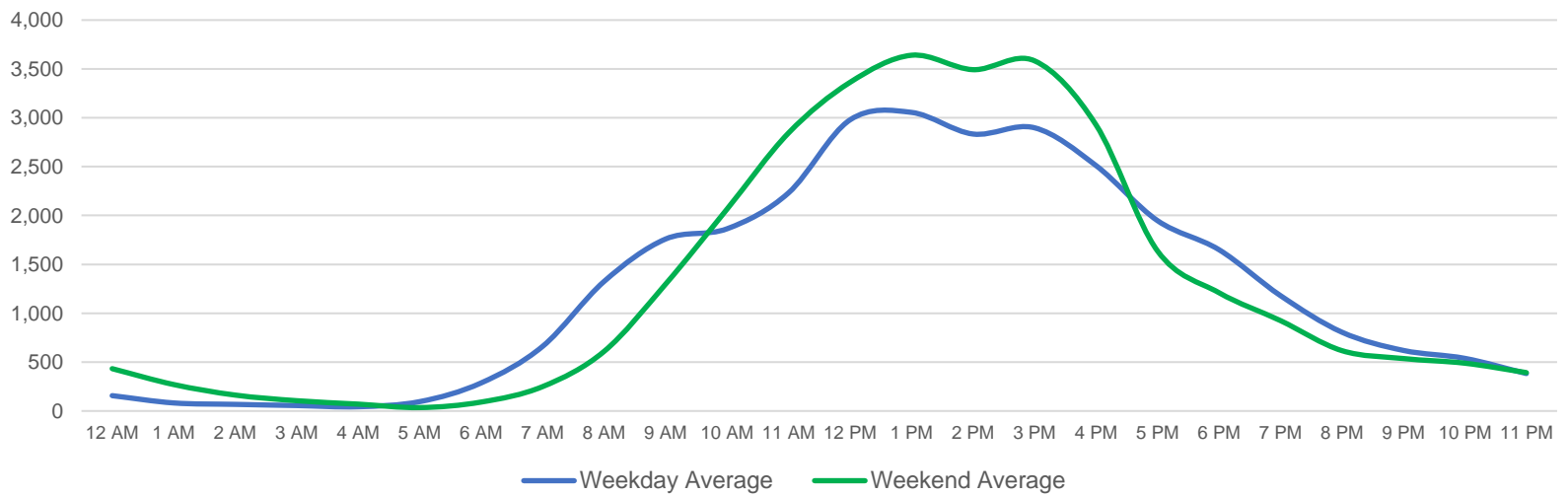
	Average Weekday	Month on Month %	Year on Year %
Early Morning	501	-24.0%	-61.5%
Morning	8,128	-11.9%	-35.3%
Afternoon	14,277	-4.4%	-34.2%
Evening	6,206	-11.8%	-44.9%
Late night	921	-12.3%	-47.5%
Total	30,033	-8.7%	-38.4%
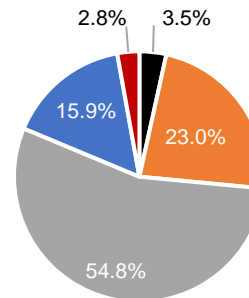
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,076	-6.4%	-70.9%
Morning	7,156	-2.3%	-17.0%
Afternoon	17,007	-12.6%	-35.9%
Evening	4,928	-16.6%	-56.7%
Late night	882	-1.8%	-55.1%
Total	31,049	-10.6%	-40.6%

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

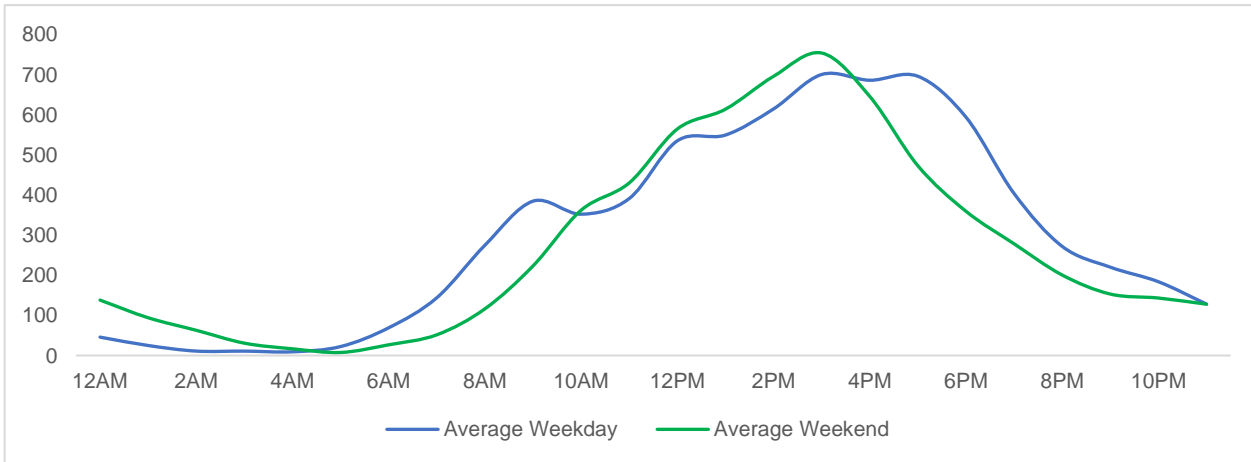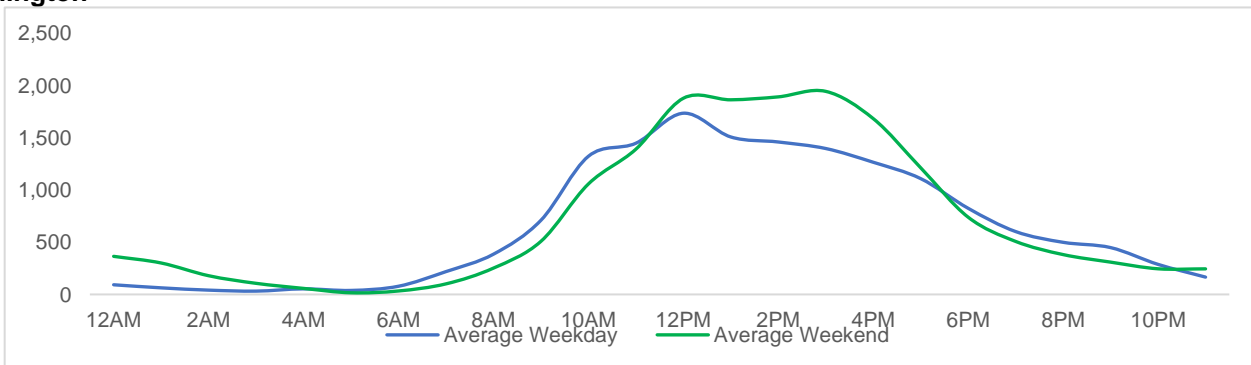# Location Group - Average Daily Pedestrians

Gansevoort Plaza
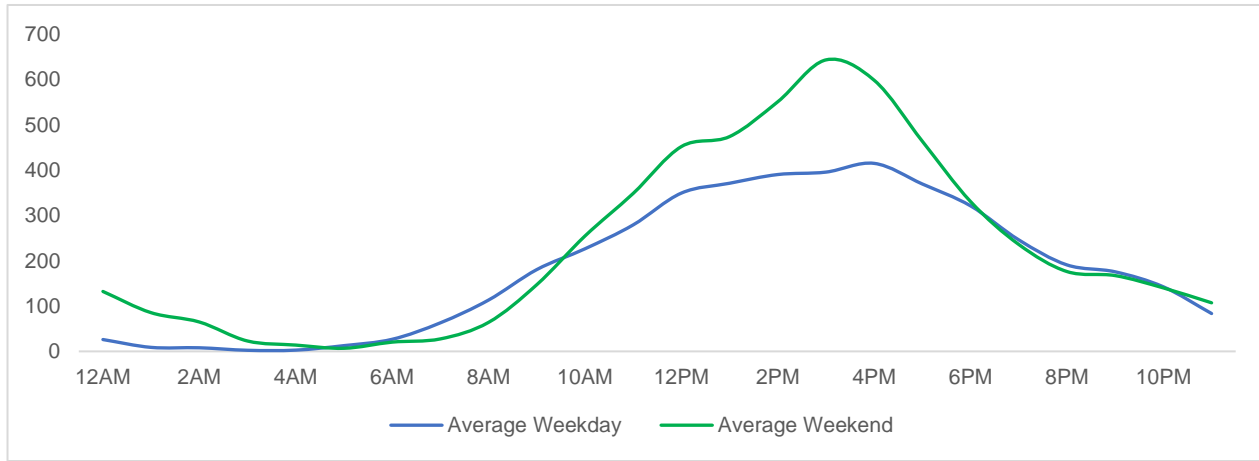
Chelsea Triangle

14th St Square

Gansevoort at Washington

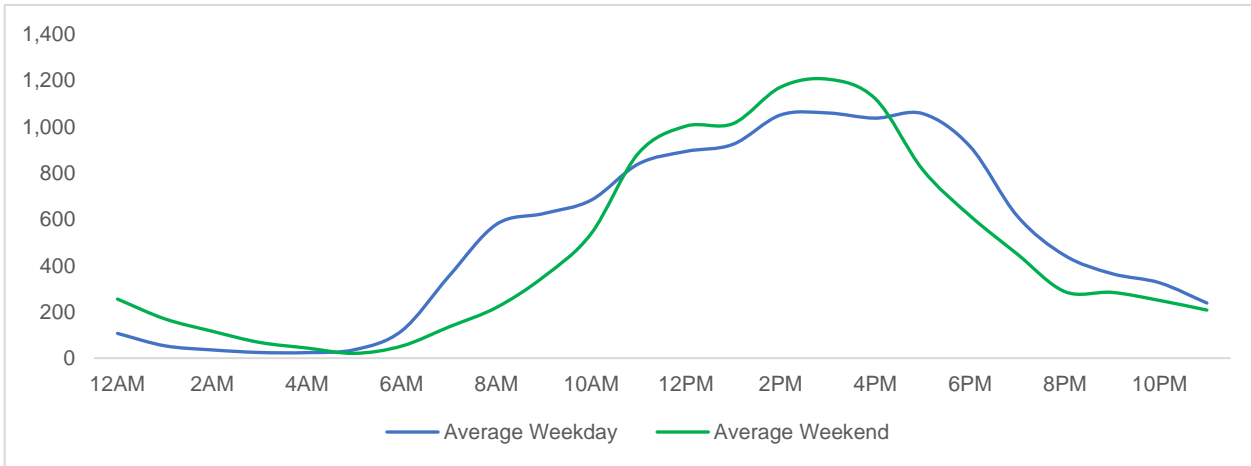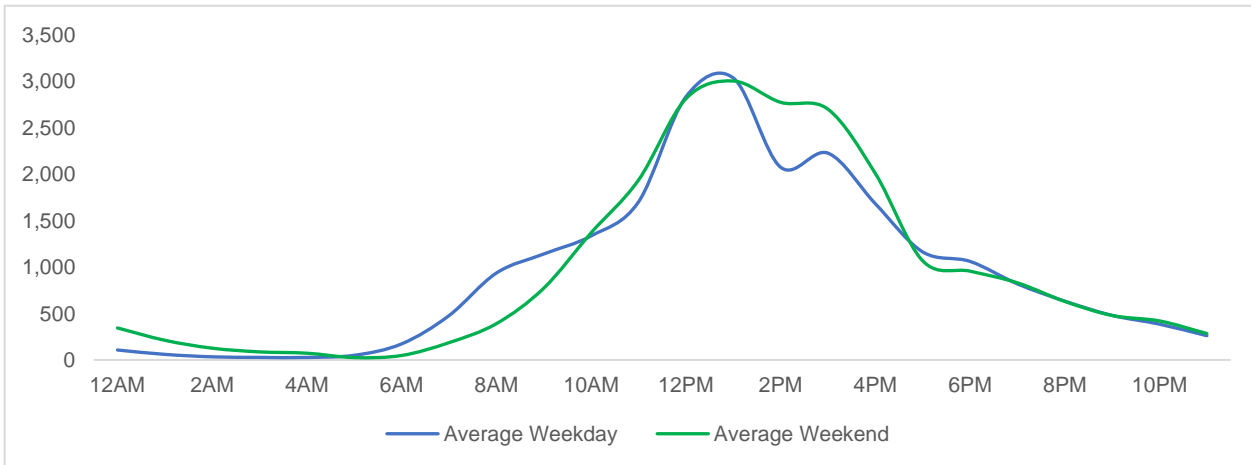## W 14th St at Washington
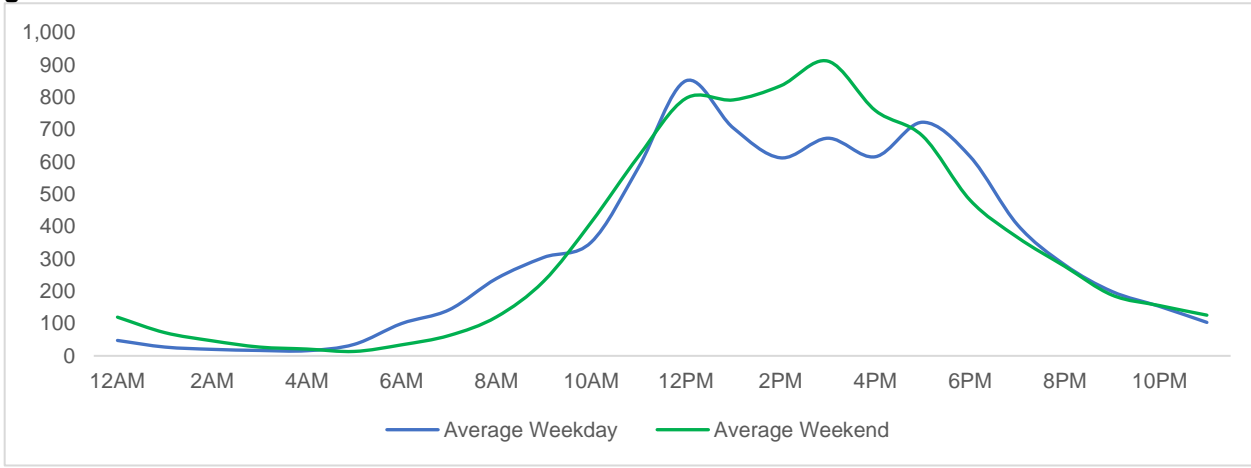
W 13th St at Gansevoort

W16th St at 9th Ave

W 14th St at 10th Ave

W 13th St at 10th Ave
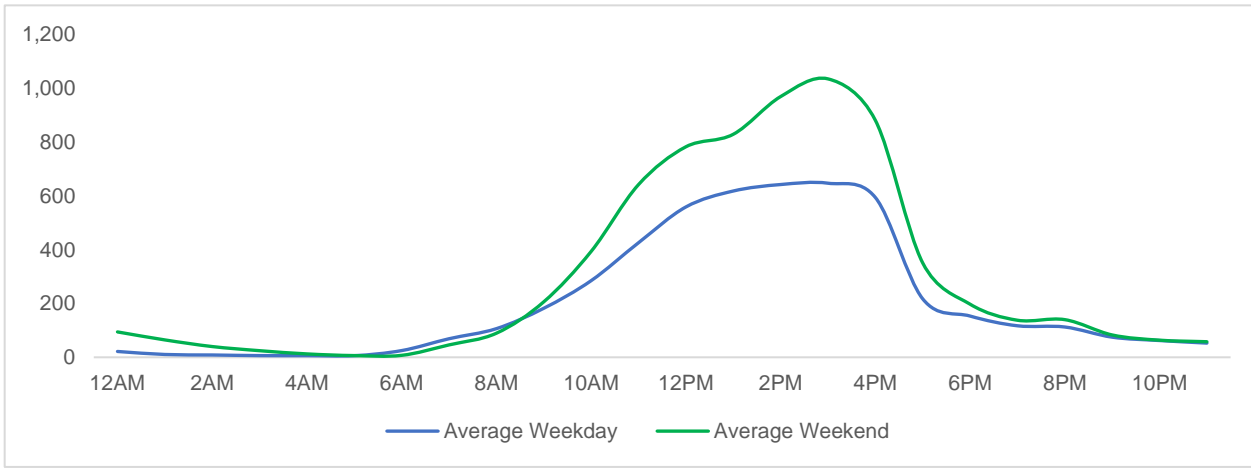
W 15th St at 8th Ave

Gansevoort OS

LW 12 OS
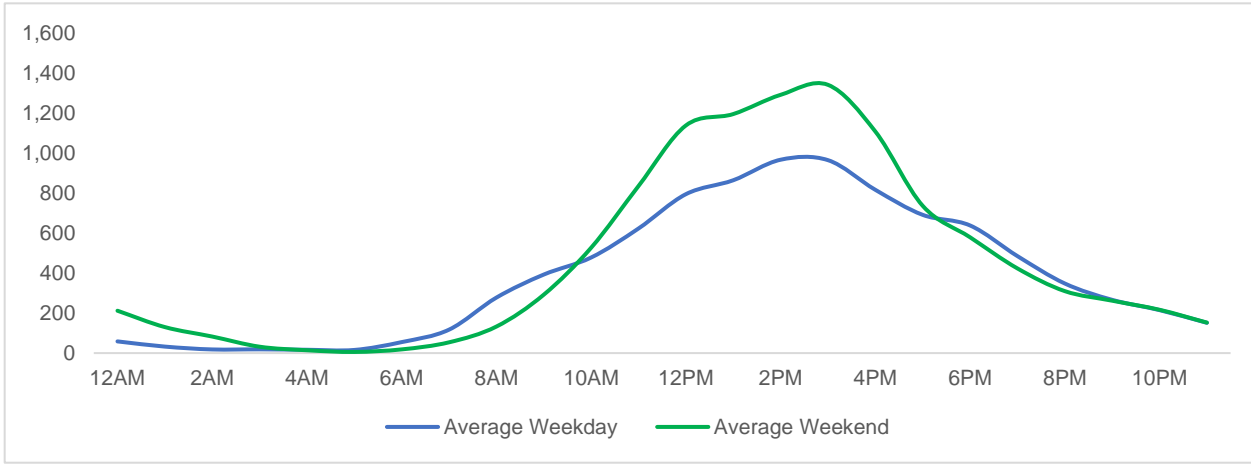
9th Ave

10th Ave Crossing @ 14
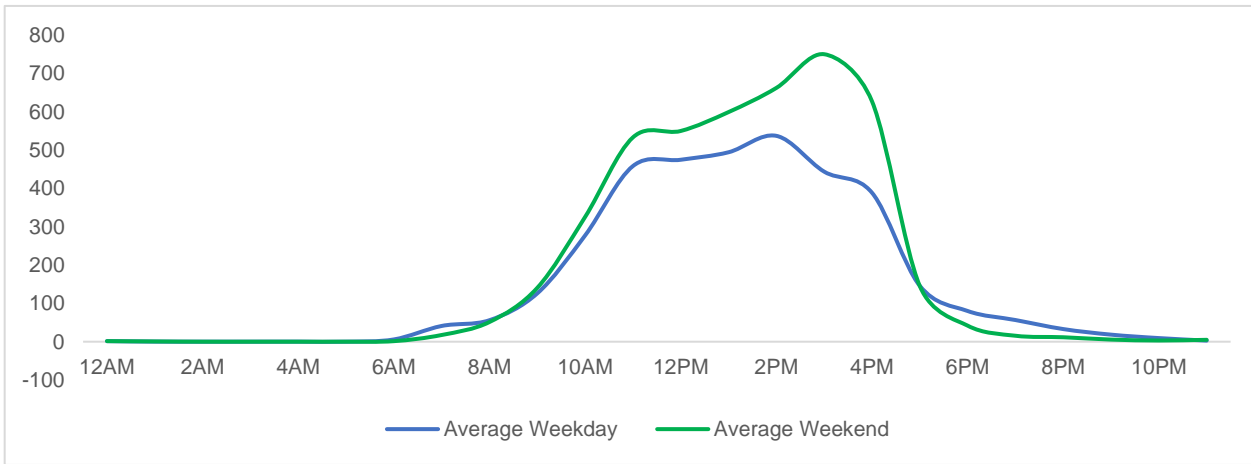
Weather

	Max Temp (F)	☀	☁	🌧
This Year	**61**	**14**	**18**	**3**
Last Year	**59**	**17**	**12**	**6**

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