

## 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	5,295,453	5,020,190	-195,957	-15.6%	4,972,324	323,129	6.5%
District Entry	1,016,279	974,427	-40,351	-16.6%	1,014,912	1,367	0.1%
Gansevoort Plaza	151,496	138,786	-4,397	-12.7%	152,558	-1,062	-0.7%
Chelsea Triangle	1,262,262	1,177,917	-42,027	-14.3%	1,159,122	103,140	8.9%
Chelsea Square	195,651	170,391	-3,468	-8.1%	266,640	-70,989	-26.6%
US Downtown Index				2.6%			9.7%
New York Index				6.2%			11.6%

\*MoM and YoY variances are calculated using weekly averages.

### Key Stats

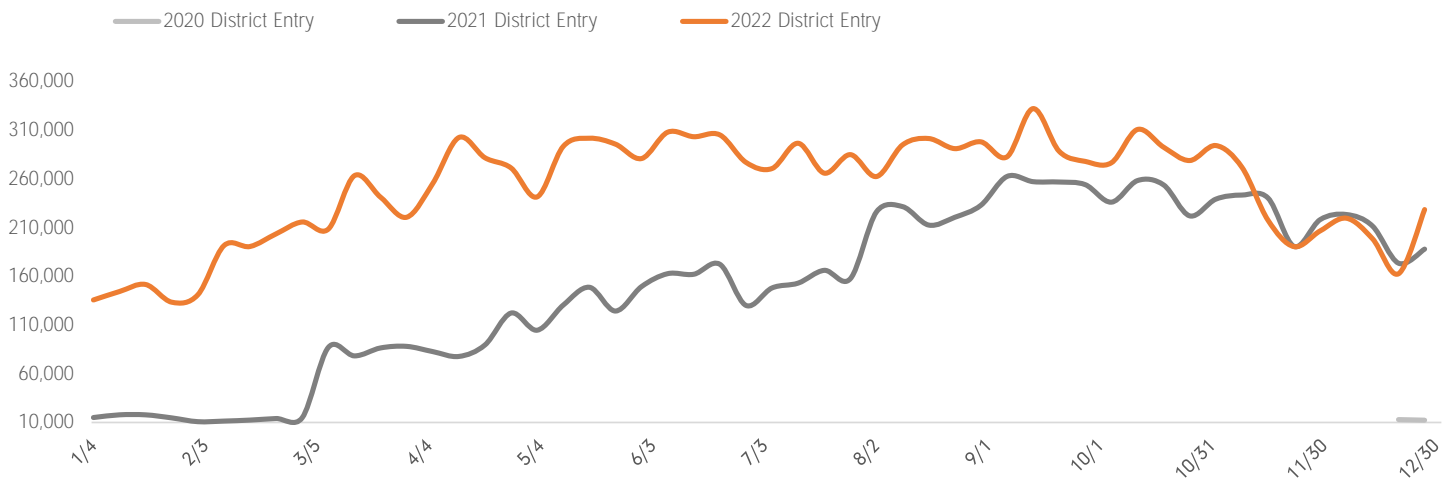
The busiest entry point in Meatpacking District this month was W 15th St at 8th Ave with a total of 345,049 visits.

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

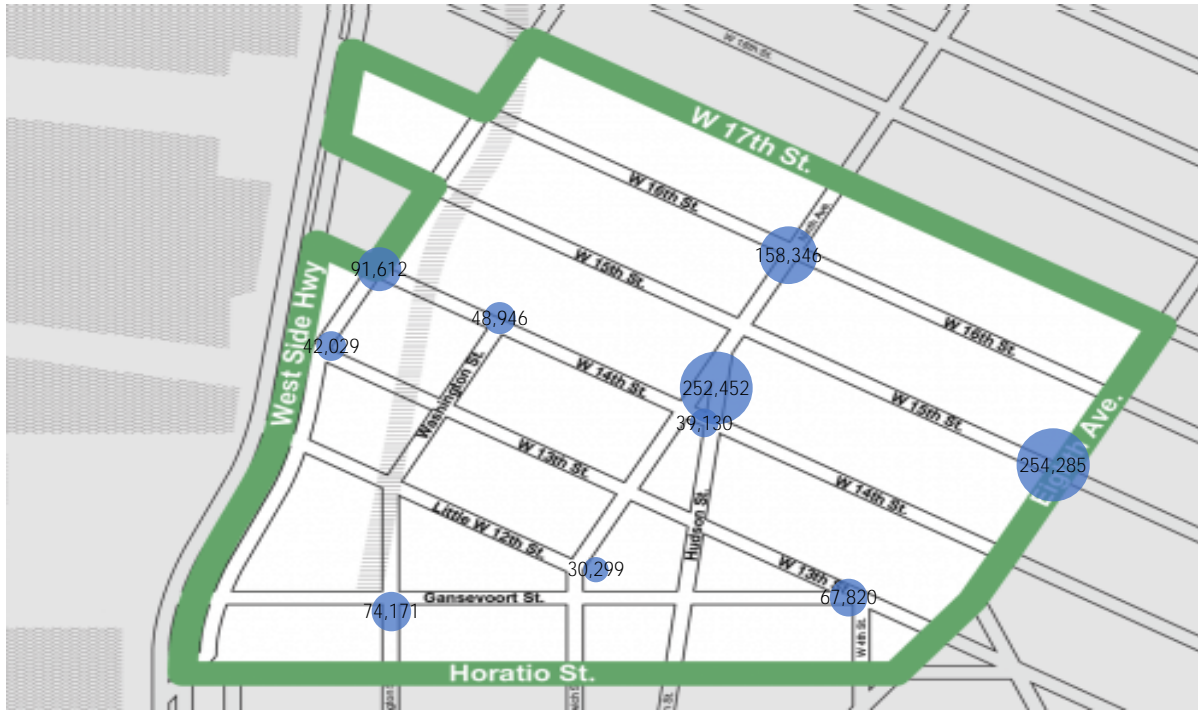
### District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	29,078	26,176	30,607	29,134	31,197	28,992	28,071	203,256
Previous month	34,693	29,313	36,617	33,450	32,940	46,204	30,391	243,607
Last Year	27,006	28,840	28,238	30,524	30,389	26,305	31,680	202,982
Month on month variance	-5,615	-3,137	-6,009	-4,316	-1,743	-17,212	-2,319	-40,351
Month on month %	-16.2%	-10.7%	-16.4%	-12.9%	-5.3%	-37.3%	-7.6%	-16.6%
Year on year variance (LFL)	2,072	-2,664	2,369	-1,390	808	2,687	-3,609	273
Year on year % (LFL)	7.7%	-9.2%	8.4%	-4.6%	2.7%	10.2%	-11.4%	0.1%

### District Entry Annual Trend - Weekly Totals



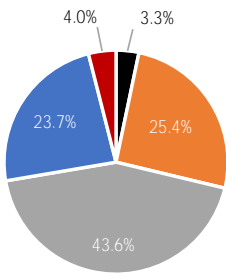
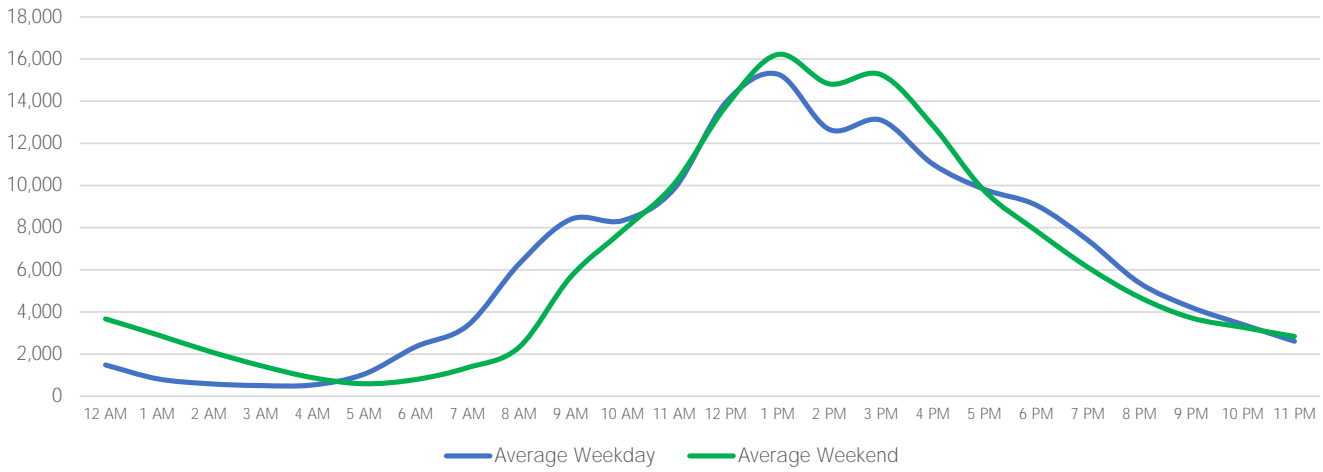
Average Weekly Pedestrians by Location Group



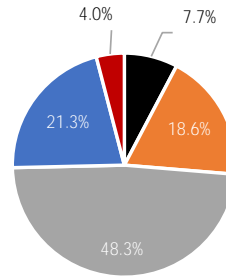
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	3,509	2,688	4,040	4,062	5,353	6,598	4,049	30,299	-12.7%	-0.7%
Chelsea Triangle	37,024	34,179	25,422	32,113	43,323	42,158	38,233	252,452	-14.3%	8.9%
Chelsea Square	6,846	6,635	5,259	5,201	10,570	2,177	2,442	39,130	-8.1%	-26.6%
Gansevoort at Washington	11,770	7,427	10,865	6,627	13,464	12,290	11,729	74,171	-11.6%	14.9%
W 14th St at Washington	5,200	5,546	6,253	6,699	6,430	10,362	8,456	48,946	-21.8%	5.3%
W 13th St at Gansevoort	10,611	6,925	10,841	8,179	10,945	9,865	10,455	67,820	-14.4%	-4.5%
W16th St at 9th Ave	21,756	21,878	23,033	23,674	24,545	22,528	20,931	158,346	-15.6%	2.1%
W 14th St at 10th Ave	11,811	11,468	11,968	14,151	15,287	11,784	15,143	91,612	-24.9%	22.1%
W 13th St at 10th Ave	5,316	4,605	5,815	6,281	6,535	6,213	7,264	42,029	-29.1%	-8.7%
W 15th St at 8th Ave	36,303	38,698	39,865	43,183	37,144	31,867	27,225	254,285	-12.0%	15.2%
<b>Total</b>	<b>150,147</b>	<b>140,049</b>	<b>143,361</b>	<b>150,169</b>	<b>173,596</b>	<b>155,841</b>	<b>145,928</b>	<b>1,059,091</b>	<b>-15.6%</b>	<b>6.5%</b>

\*MoM and YoY variances are calculated using weekly averages.

## Total Movements - Average Daily Pedestrians



	Average Weekday	Month on Month %	Year on Year %
Early Morning	4,982	-9.2%	12.7%
Morning	38,546	-15.7%	5.1%
Afternoon	66,020	-8.3%	0.8%
Evening	35,903	-14.4%	9.0%
Late night	6,013	-7.9%	16.0%
<b>Total</b>	<b>151,464</b>	<b>-11.8%</b>	<b>4.7%</b>

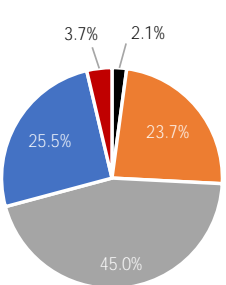
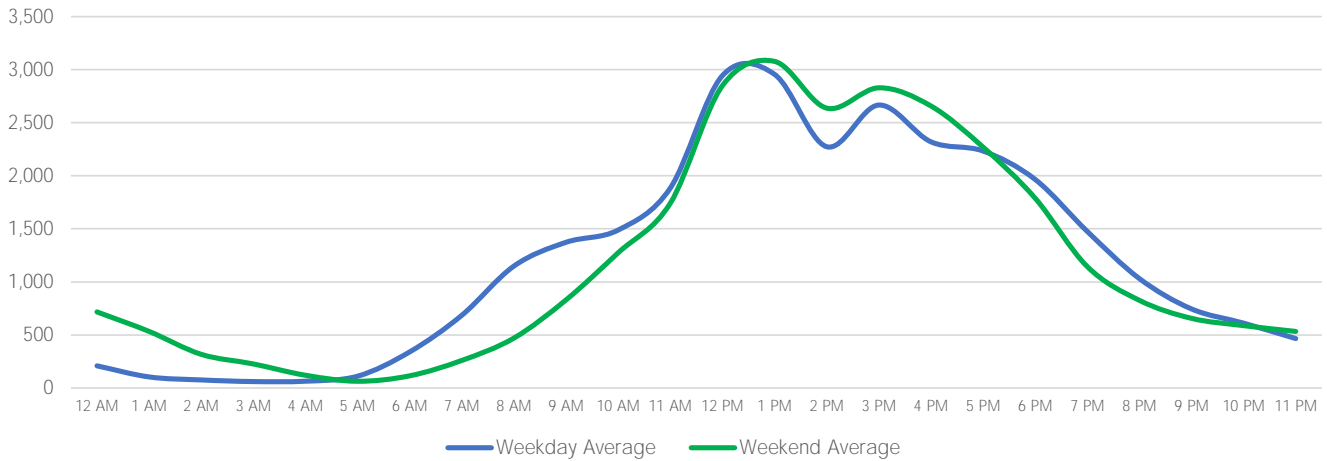


	Average Weekend	Month on Month %	Year on Year %
Early Morning	11,644	-21.4%	59.8%
Morning	28,060	-21.0%	20.0%
Afternoon	72,919	-22.4%	0.2%
Evening	32,158	-29.1%	16.9%
Late night	6,104	-29.3%	36.9%
<b>Total</b>	<b>150,884</b>	<b>-23.9%</b>	<b>11.4%</b>

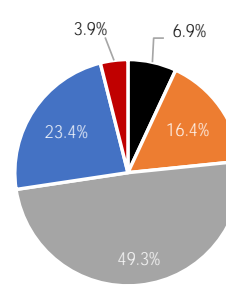
Day Parts are calculated using the following time periods:

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	626	-10.3%	-4.9%
Morning	6,921	-16.4%	5.0%
Afternoon	13,162	-8.5%	-1.6%
Evening	7,452	-15.7%	2.3%
Late night	1,077	-9.8%	-1.1%
<b>Total</b>	<b>29,238</b>	<b>-12.5%</b>	<b>0.8%</b>



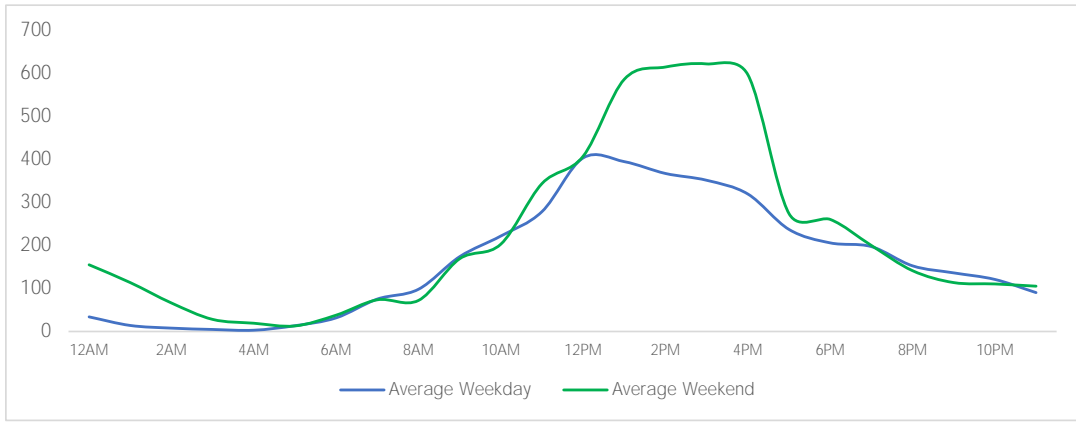
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,979	-20.9%	21.9%
Morning	4,692	-28.4%	3.0%
Afternoon	14,053	-22.0%	-8.4%
Evening	6,687	-30.5%	4.4%
Late night	1,121	-29.7%	5.6%
<b>Total</b>	<b>28,532</b>	<b>-25.5%</b>	<b>-1.6%</b>

Day Parts are calculated using the following time periods:

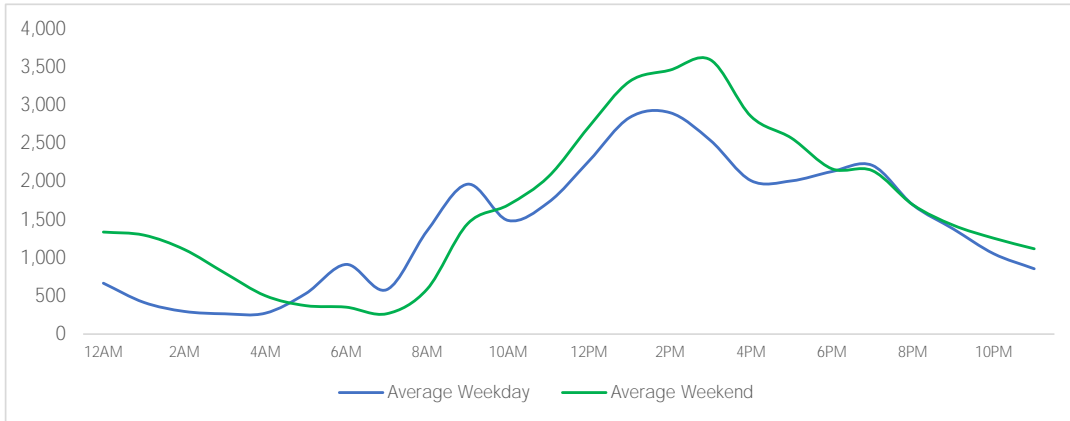
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

# Location Group - Average Daily Pedestrians

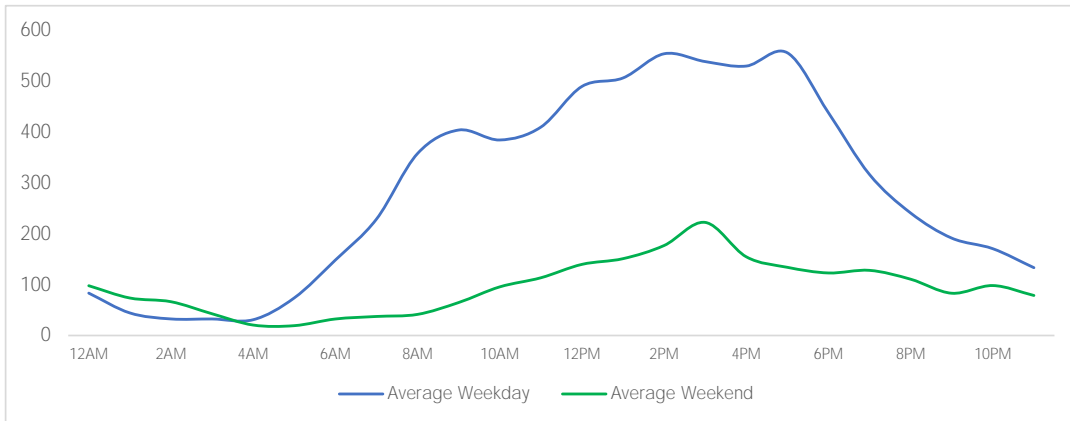
## Gansevoort Plaza



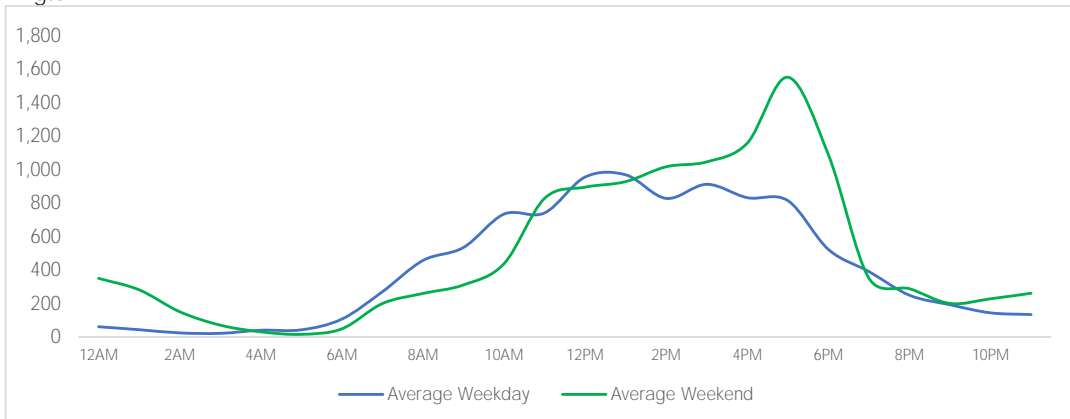
## Chelsea Triangle



## Chelsea Square

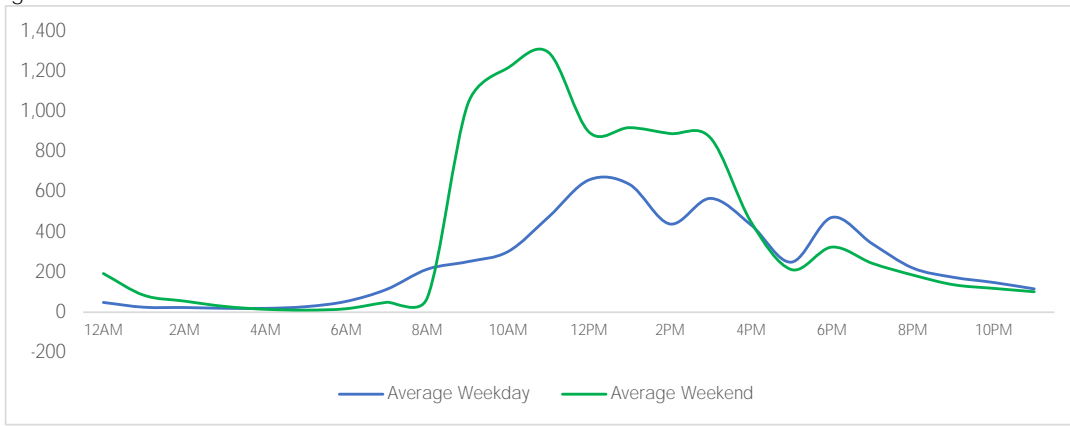


## Gansevoort at Washington

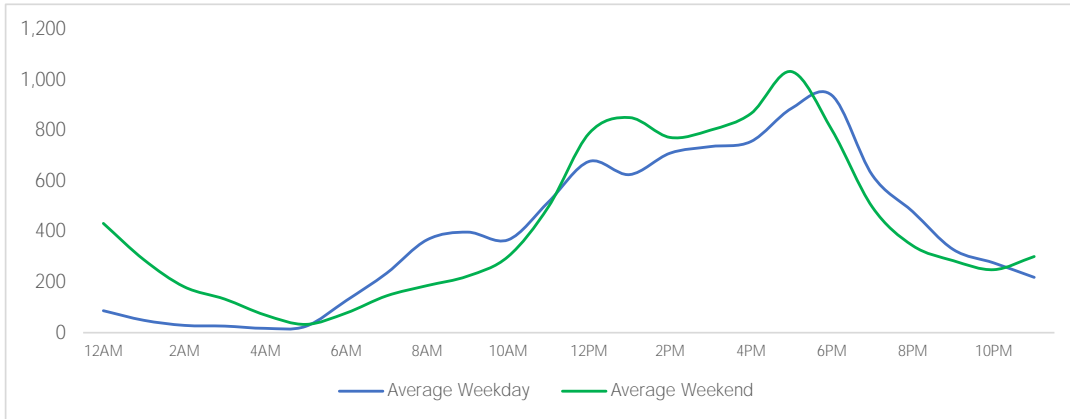


Location Group - Average Daily Pedestrians (cont.)

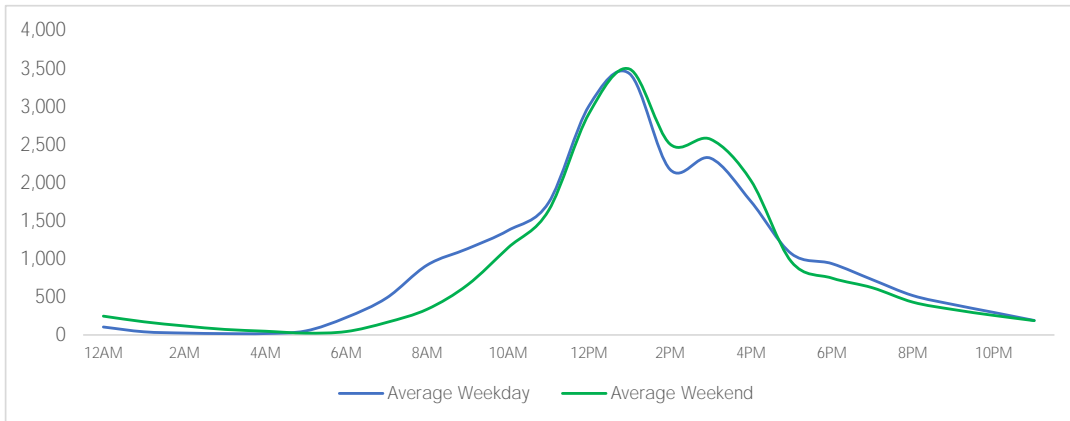
W 14th St at Washington



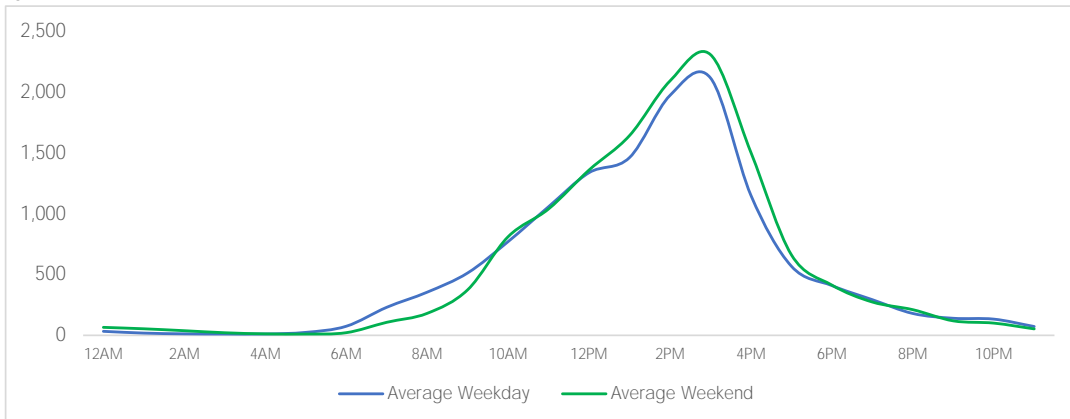
W 13th St at Gansevoort



W16th St at 9th Ave

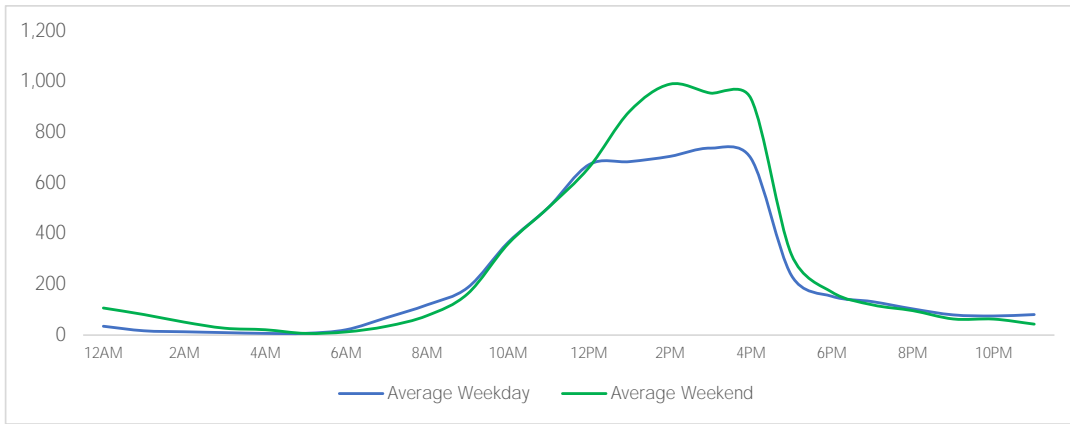


W 14th St at 10th Ave

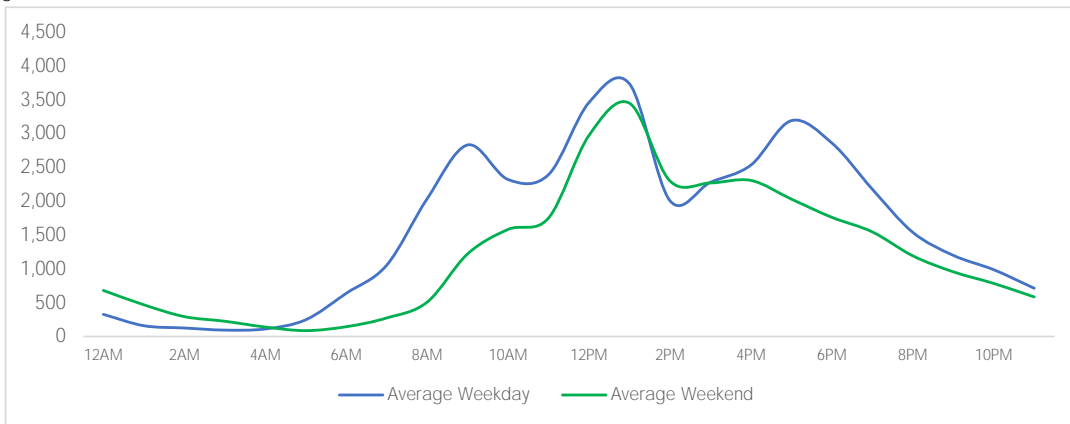


Location Group - Average Daily Pedestrians (cont.)




W 13th St at 10th Ave



W 15th St at 8th Ave



Weather

	Max Temp (F)			
This Year	59	17	12	6
Last Year	64.4	1	30	4

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