

Monthly Visitor Report Meatpacking District

Weeks this month = 4

Weeks last month = 5

Arrivals by Zone

	Current Month	Previous Month	MoM Change	MoM % Change	Last Year	YoY Change	YoY % Change
Total Movements	5,602,075	7,259,507	-51,383	-3.5%	3,579,118	500,956	14.4%
District Entry	1,118,156	1,474,437	-15,348	-5.2%	655,668	53,406	8.5%
Gansevoort Plaza	54,261	69,703	-375	-2.7%	156,903	-102,642	-65.4%
Chelsea Triangle	1,054,404	1,245,011	14,599	5.9%	672,534	381,870	56.8%
Chelsea Square	74,272	148,927	-11,217	-37.7%	235,857	-161,585	-68.5%
US Downtown Index				0.6%			35.4%
New York Index				-1.9%			44.8%

*MoM and YoY variances are calculated using weekly averages.

Key Stats

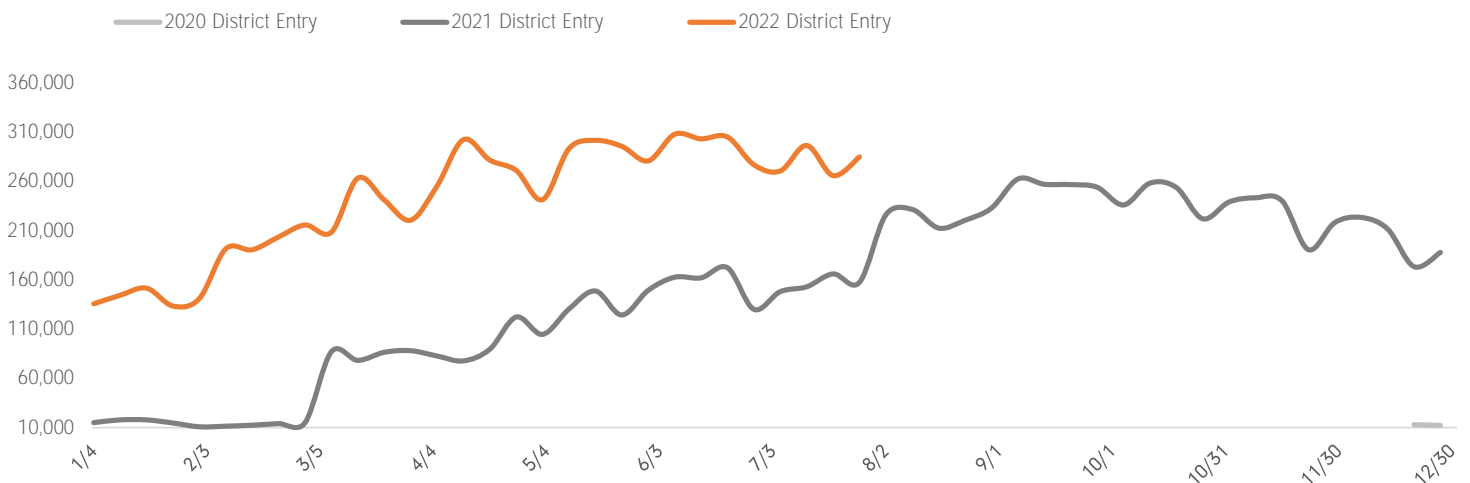
The busiest entry point in Meatpacking District this month was W 15th St at 8th Ave with a total of 331,503 visits.

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

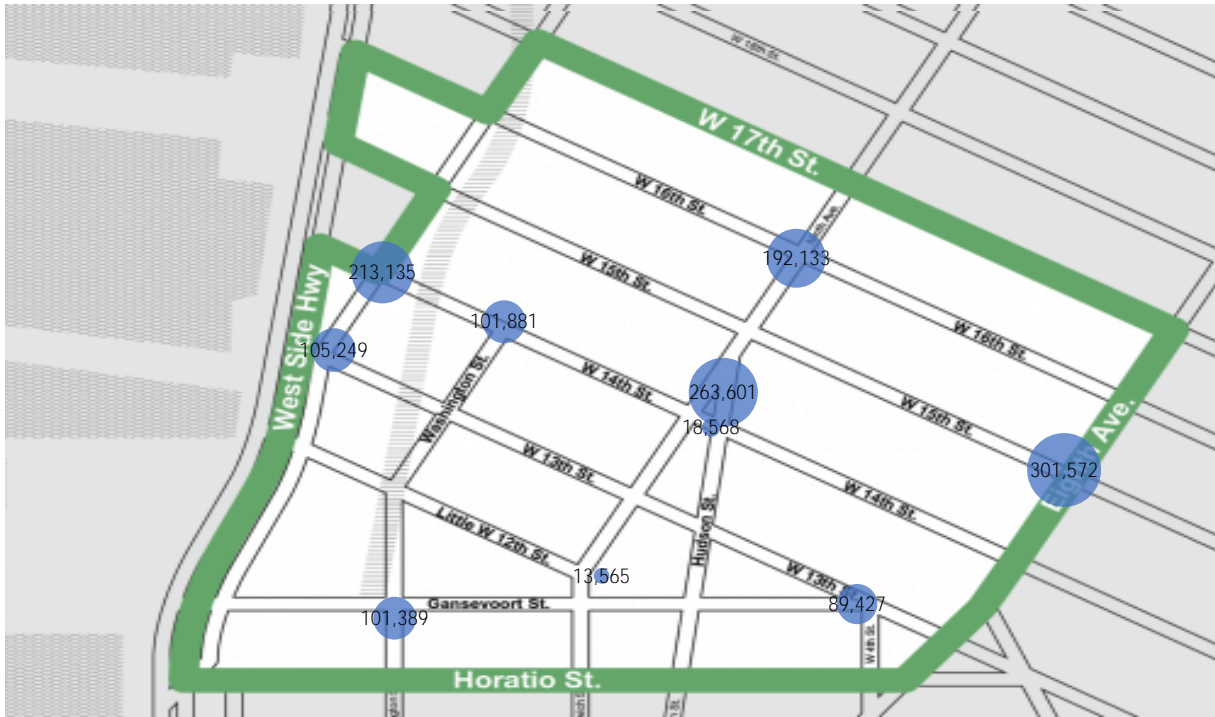
District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	32,867	35,979	39,220	39,524	44,277	48,510	39,163	279,539
Previous month	35,556	36,569	39,791	40,083	48,454	52,344	42,090	294,887
Last Year	20,245	17,215	19,588	20,726	28,160	30,991	26,993	163,917
Month on month variance	-2,689	-591	-571	-560	-4,178	-3,834	-2,927	-15,348
Month on month %	-7.6%	-1.6%	-1.4%	-1.4%	-8.6%	-7.3%	-7.0%	-5.2%
Year on year variance (LFL)	253	3,664	3,055	2,610	1,518	2,688	-436	13,352
Year on year % (LFL)	1.2%	21.3%	15.6%	12.6%	6.0%	9.5%	-1.8%	8.5%

District Entry Annual Trend - Weekly Totals



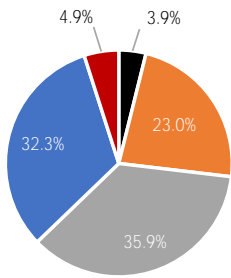
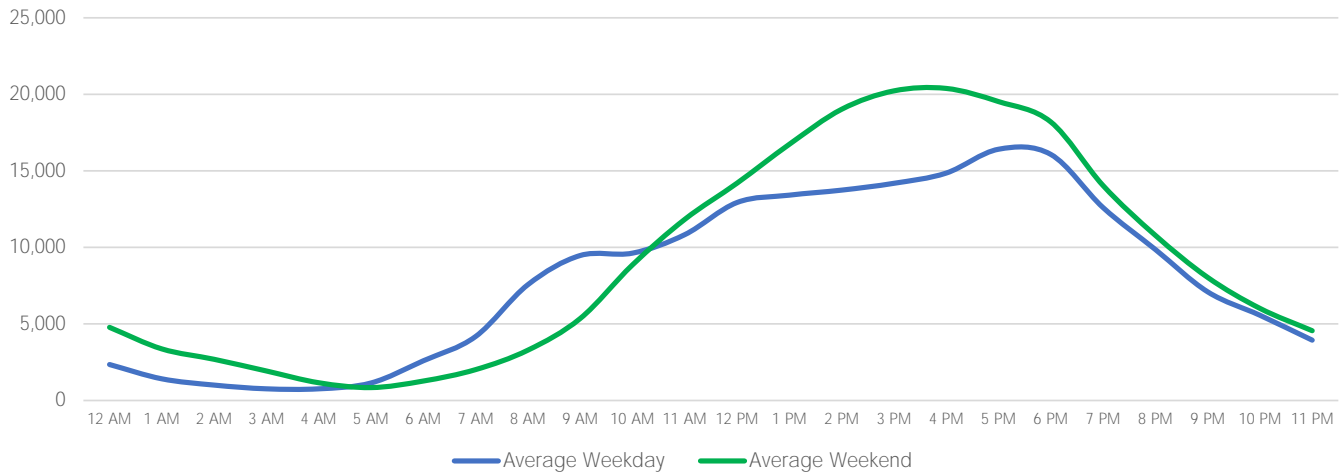
Average Weekly Pedestrians by Location Group



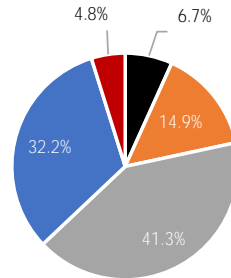
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	967	1,535	1,462	1,321	3,010	3,703	1,568	13,565	-2.7%	-65.4%
Chelsea Triangle	31,894	33,292	37,868	38,160	39,837	44,514	38,036	263,601	5.9%	56.8%
Chelsea Square	2,316	2,615	2,716	2,817	3,024	2,798	2,282	18,568	-37.7%	-68.5%
Gansevoort at Washington	5,650	11,179	10,985	12,367	21,538	25,884	13,787	101,389	-6.5%	35.4%
W 14th St at Washington	12,476	13,477	13,632	12,726	15,408	16,432	17,729	101,881	-5.5%	-5.0%
W 13th St at Gansevoort	10,326	11,446	13,147	13,645	14,154	14,436	12,274	89,427	-10.5%	5.6%
W16th St at 9th Ave	23,824	26,773	27,334	27,502	28,457	30,875	27,370	192,133	-6.9%	15.1%
W 14th St at 10th Ave	37,855	23,385	24,270	25,907	32,447	29,236	40,035	213,135	2.2%	26.6%
W 13th St at 10th Ave	13,154	10,560	11,847	11,119	15,176	23,806	19,588	105,249	-2.0%	
W 15th St at 8th Ave	36,319	44,490	49,246	49,085	48,458	40,035	33,940	301,572	-6.0%	-100.0%
Total	174,780	178,750	192,506	194,649	221,507	231,719	206,608	1,400,519	-3.5%	11.1%

*MoM and YoY variances are calculated using weekly averages.

Total Movements - Average Daily Pedestrians



	Average Weekday	Month on Month %	Year on Year %
Early Morning	7,447	22.4%	84.0%
Morning	44,275	-6.1%	12.7%
Afternoon	69,140	-7.0%	17.2%
Evening	62,064	1.9%	14.9%
Late night	9,513	9.5%	34.9%
Total	192,438	-2.4%	18.0%

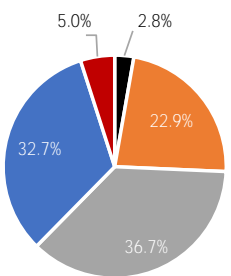
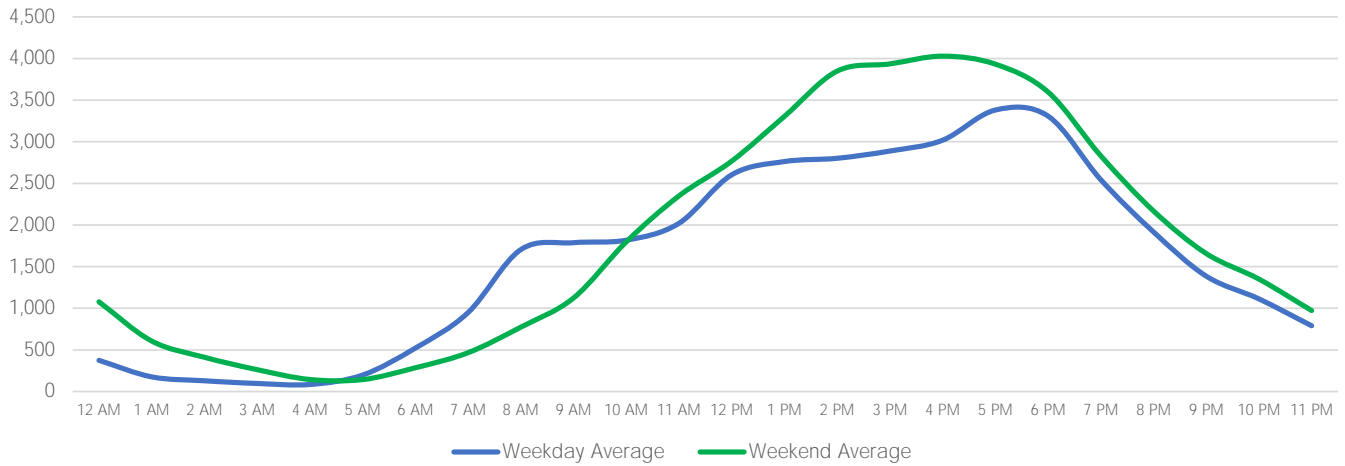


	Average Weekend	Month on Month %	Year on Year %
Early Morning	14,777	15.3%	19.7%
Morning	32,625	-8.2%	-7.0%
Afternoon	90,575	-10.2%	9.0%
Evening	70,608	-4.0%	10.2%
Late night	10,579	3.0%	16.8%
Total	219,163	-5.9%	7.6%

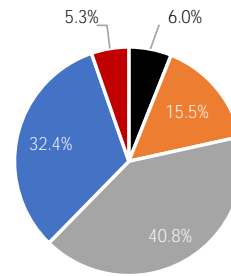
Day Parts are calculated using the following time periods:

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

District Entry - Average Daily Pedestrians



	Average Weekday	Month on Month %	Year on Year %
Early Morning	1,060	-5.1%	18.2%
Morning	8,800	-4.8%	0.5%
Afternoon	14,072	-4.7%	15.1%
Evening	12,537	-2.9%	4.7%
Late night	1,903	-7.1%	1.0%
Total	38,373	-4.3%	7.8%



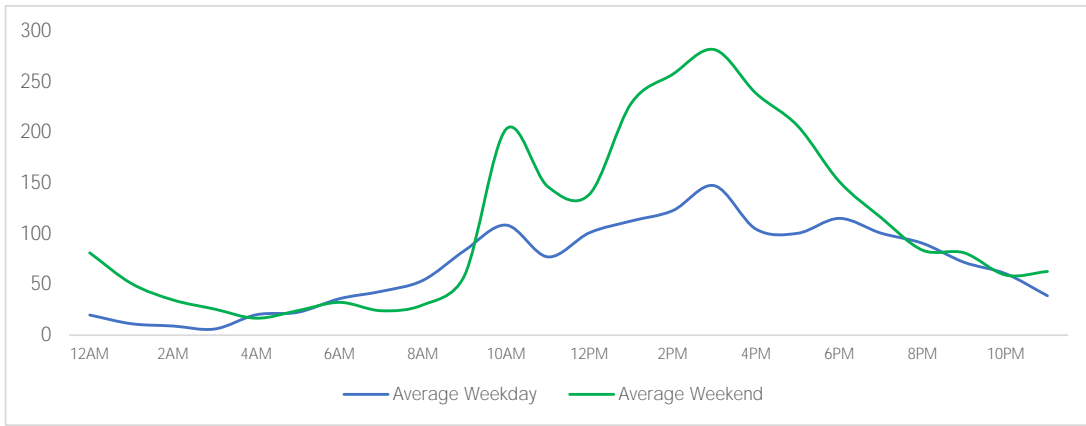
	Average Weekend	Month on Month %	Year on Year %
Early Morning	2,647	-10.4%	-25.4%
Morning	6,795	-5.5%	-9.5%
Afternoon	17,882	-9.6%	0.2%
Evening	14,189	-4.2%	-1.9%
Late night	2,323	-5.5%	-17.7%
Total	43,837	-7.2%	-4.4%

Day Parts are calculated using the following time periods:

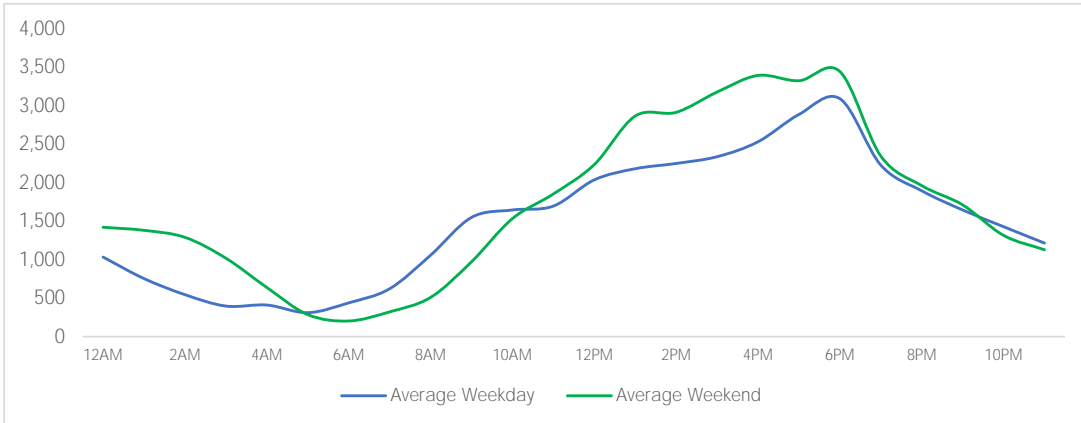
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

Location Group - Average Daily Pedestrians

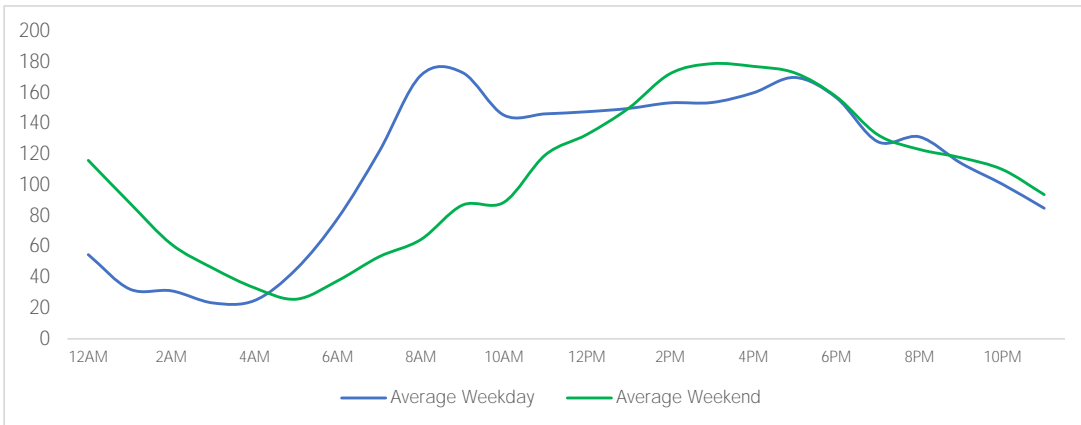
Gansevoort Plaza



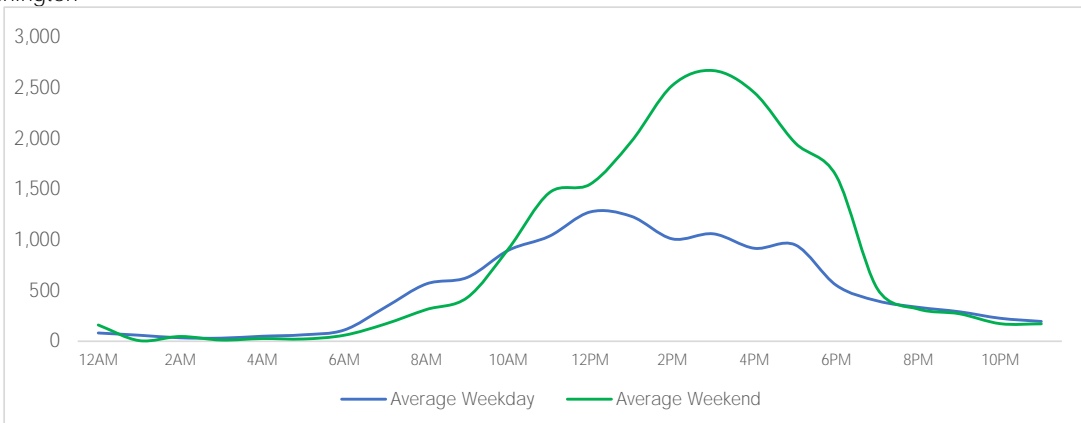
Chelsea Triangle



Chelsea Square

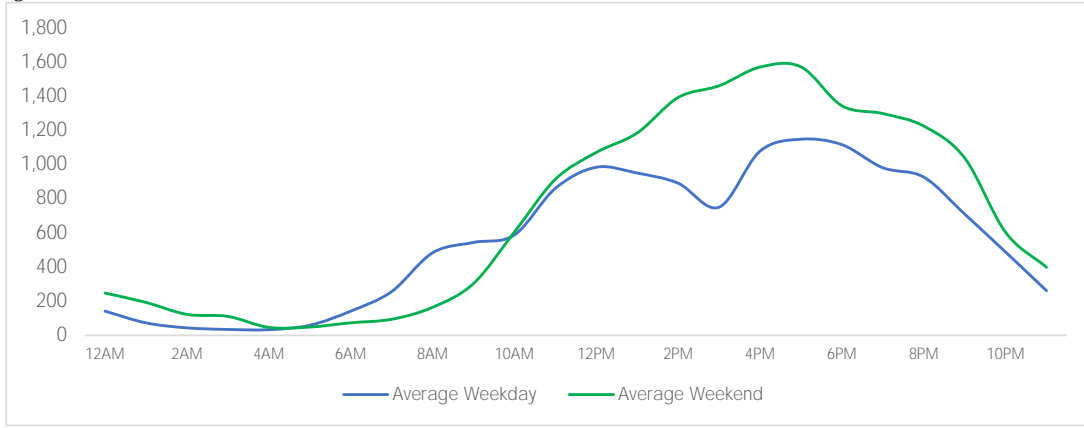


Gansevoort at Washington

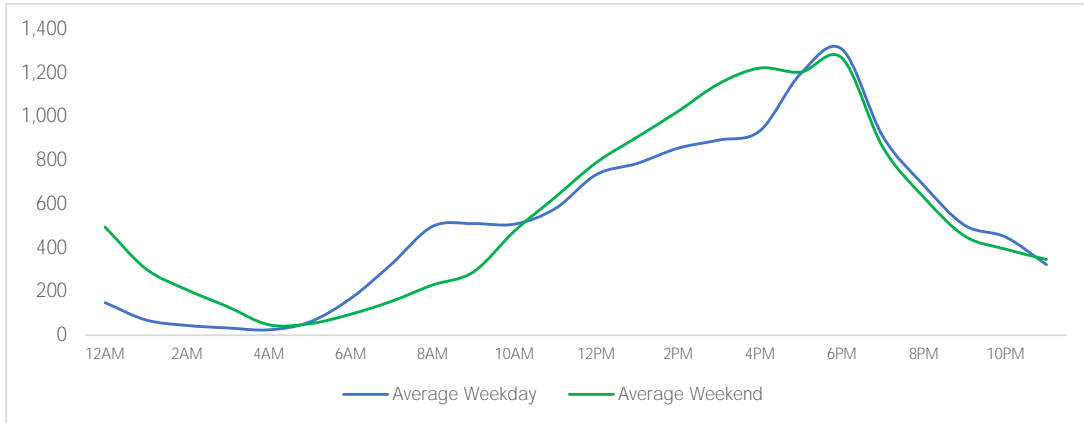


Location Group - Average Daily Pedestrians (cont.)

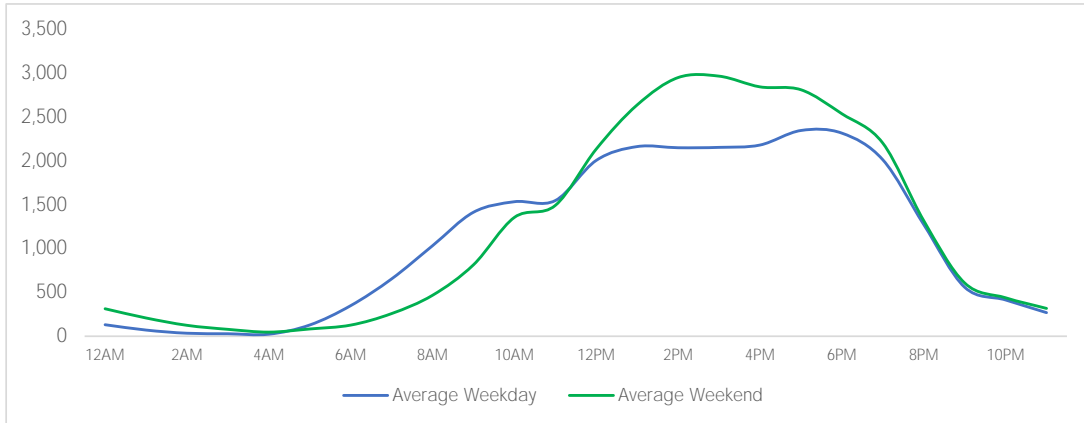
W 14th St at Washington



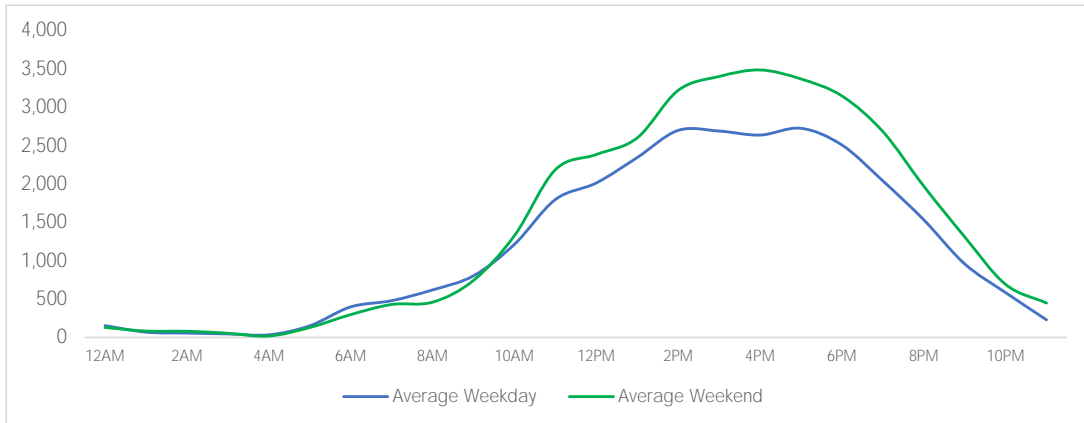
W 13th St at Gansevoort



W16th St at 9th Ave

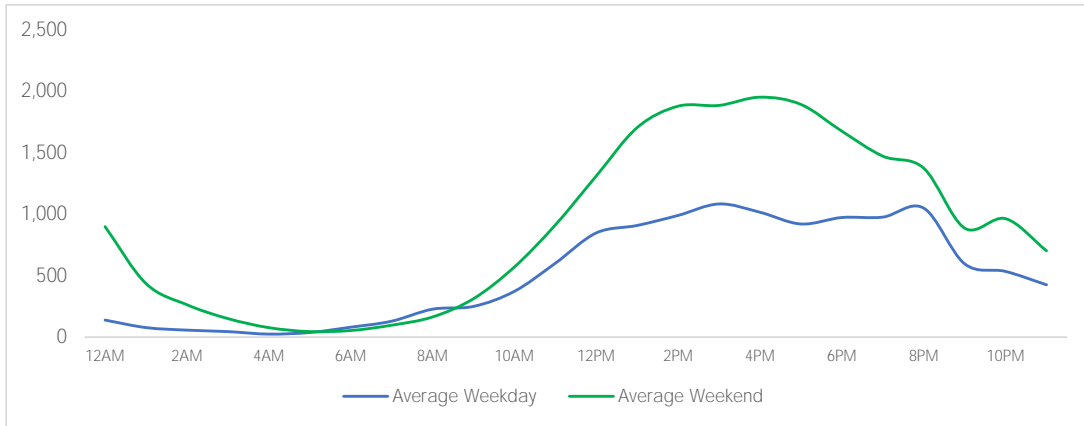


W 14th St at 10th Ave

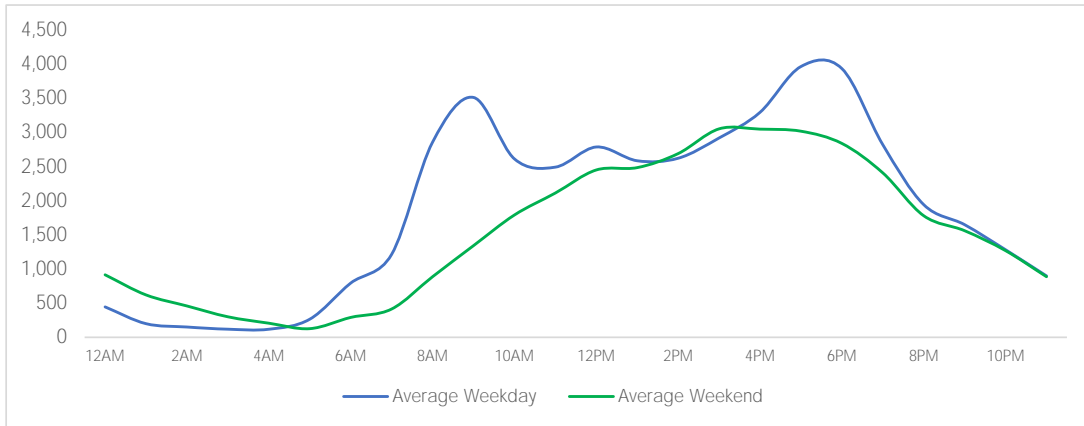


Location Group - Average Daily Pedestrians (cont.)




W 13th St at 10th Ave



W 15th St at 8th Ave



Weather

	Max Temp (F)			
This Year	96.8	3	24	1
Last Year	95	2	23	3

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