

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
Total Movements	5,749,582	6,822,354	72,925	5.3%	4,839,696	53,018	1.5%
District Entry	1,104,825	1,307,901	14,626	5.6%	1,226,035	12,399	1.7%
Gansevoort Plaza	154,482	163,311	5,958	18.2%	40,856		<i>* not Like-for-Like</i>
Chelsea Triangle	265,640	309,552	4,500	7.3%	914,067		<i>* not Like-for-Like</i>
14th St Square	249,537	291,755	4,033	6.9%	140,451		<i>* not Like-for-Like</i>
W 14th St at 10th Ave	64,888	70,077	2,207	15.7%	115,959		<i>* not Like-for-Like</i>
US Downtown Index				1.8%			1.5%
New York Index				2.2%			0.3%

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

Key Stats

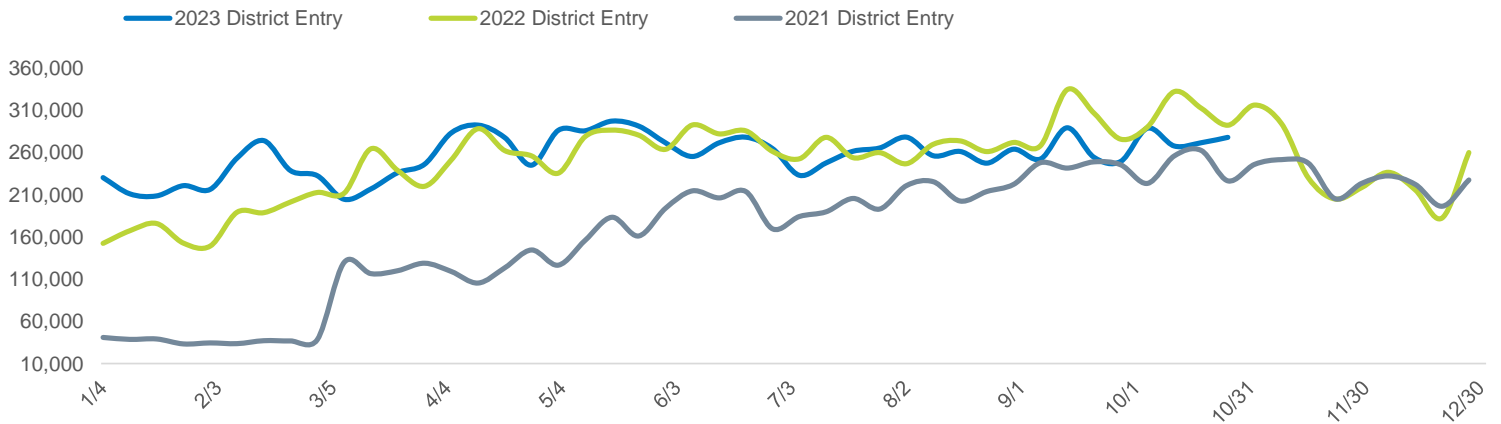
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 302,393 visits.

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

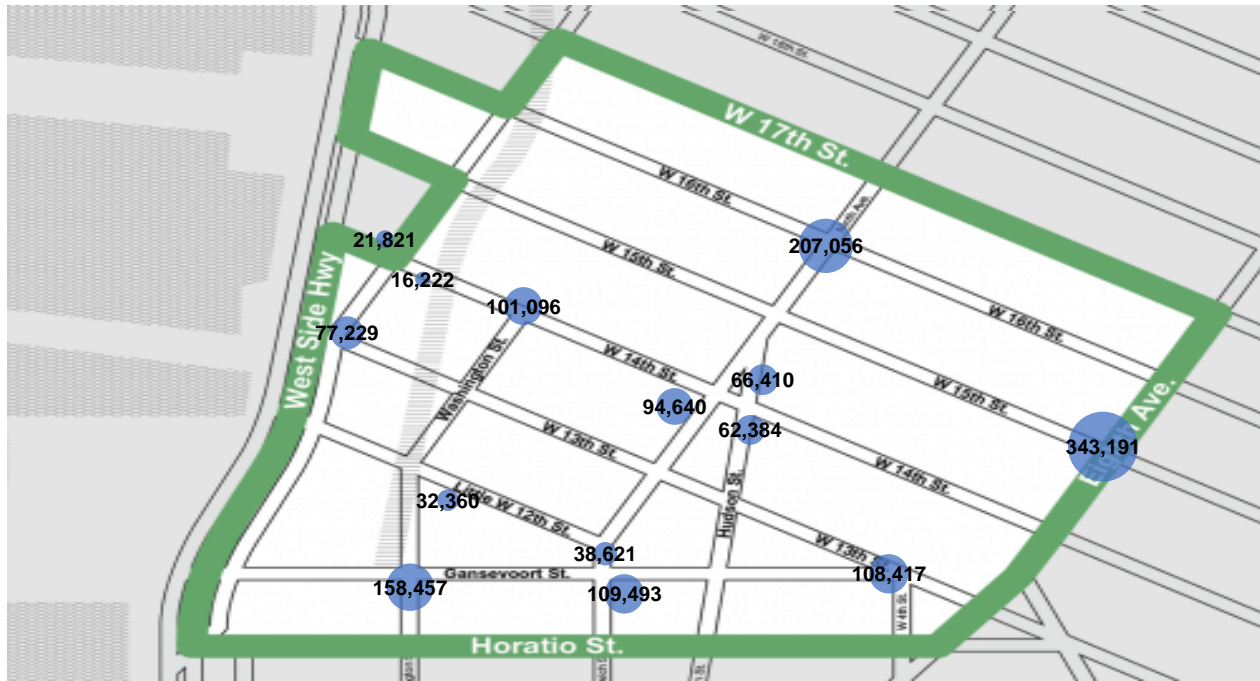
District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	35,908	39,965	42,682	43,159	39,635	39,161	35,697	276,206
Previous month	29,425	36,090	40,107	40,267	38,894	41,425	35,372	261,580
Last Year	33,270	33,259	40,843	44,568	54,449	56,892	43,228	306,509
Month on month variance (LFL)	4,005	1,538	956	2,148	39	-1,103	295	7,878
Month on month % (LFL)	20.2%	6.1%	3.5%	7.7%	0.1%	-4.1%	1.3%	4.5%
Year on year variance (LFL)	3,972	7,231	2,096	1,878	-5,103	-5,891	-1,082	3,100
Year on year % (LFL)	20.0%	37.0%	8.0%	6.7%	-16.0%	-18.7%	-4.5%	1.7%

District Entry Annual Trend - Weekly Totals



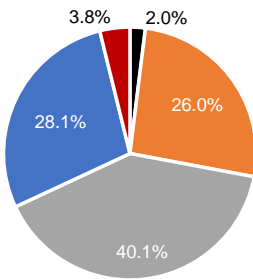
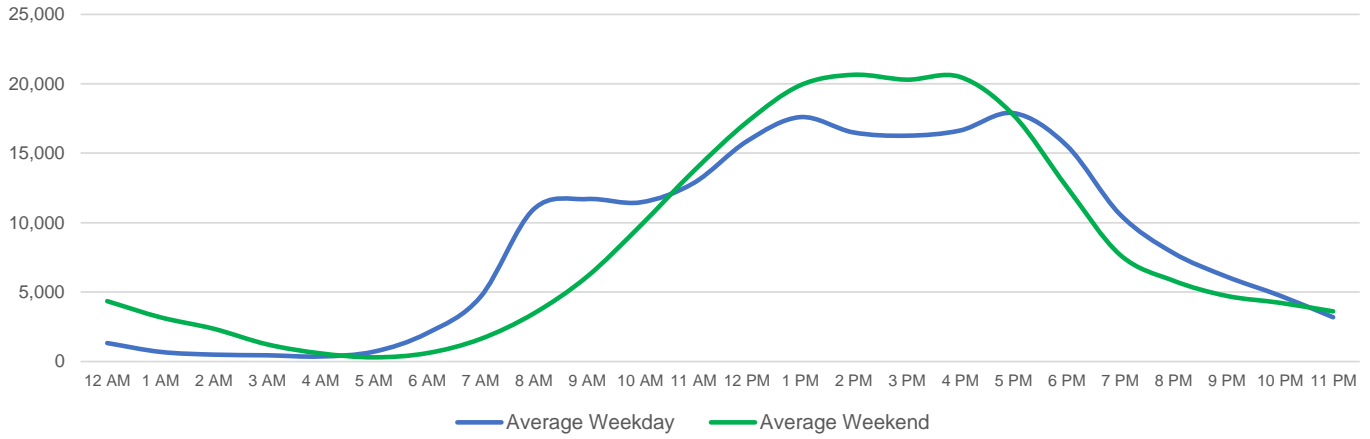
Average Weekly Pedestrians by Location Group



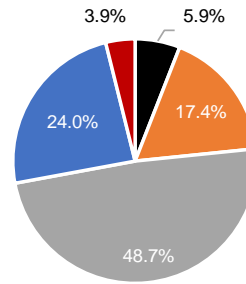
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	5,189	4,124	3,775	5,079	7,088	6,421	6,945	38,621	18.2%	
Chelsea Triangle	8,920	9,376	9,249	9,792	9,738	9,823	9,513	66,410	7.3%	
14th St Square	8,261	9,460	9,788	9,610	8,957	8,287	8,021	62,384	6.9%	
Gansevoort at Washington	20,986	18,172	21,926	22,540	24,394	25,694	24,747	158,457	3.0%	-20.2%
W 14th St at Washington	13,097	13,944	15,080	15,255	14,172	15,050	14,499	101,096	3.2%	17.2%
W 13th St at Gansevoort	14,662	15,251	16,173	16,367	16,708	15,100	14,156	108,417	10.7%	12.8%
W 16th St at 9th Ave	26,862	28,825	30,463	32,548	28,750	30,772	28,836	207,056	5.8%	-2.4%
W 14th St at 10th Ave	2,109	2,115	2,180	2,282	2,244	2,422	2,871	16,222	15.7%	-44.0%
W 13th St at 10th Ave	9,882	9,469	10,434	10,704	10,404	12,842	13,495	77,229	-4.0%	5.7%
W 15th St at 8th Ave	39,111	53,025	55,944	66,349	55,663	44,112	28,987	343,191	0.6%	6.0%
Gansevoort OS	12,939	12,505	14,155	14,559	18,079	19,596	17,661	109,493	11.7%	
LW 12 OS	3,637	3,928	4,538	4,563	5,770	4,954	4,971	32,360	21.6%	
9th Ave	11,623	12,741	13,082	13,803	13,857	14,951	14,584	94,640	2.8%	
10th Ave Crossing @ 14	3,133	4,825	5,434	1,978	1,072	3,473	1,908	21,821	59.3%	
Total	180,410	197,757	212,220	225,427	216,895	213,495	191,192	1,437,396	5.3%	1.5%

*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	4,051	-4.1%	15.6%
Morning	53,670	9.9%	10.1%
Afternoon	82,871	10.6%	6.9%
Evening	58,008	-3.5%	2.3%
Late night	7,943	-3.1%	2.9%
Total	206,542	5.4%	6.6%

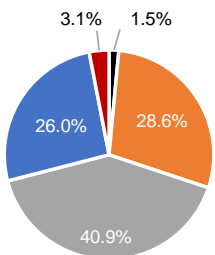
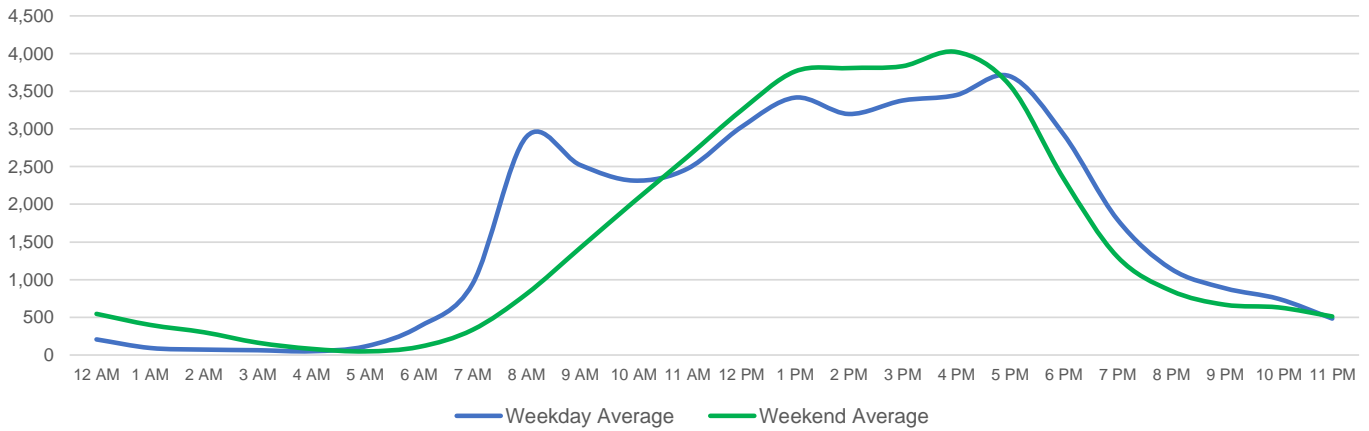


	Average Weekend	Month on Month %	Year on Year %
Early Morning	12,023	-0.9%	-13.7%
Morning	35,272	3.1%	-6.8%
Afternoon	98,584	2.8%	-5.2%
Evening	48,616	-14.7%	-20.2%
Late night	7,848	2.6%	-18.4%
Total	202,343	-2.0%	-10.4%

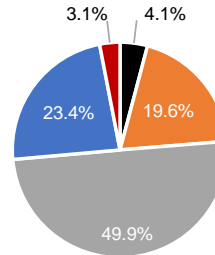
Day Parts are calculated using the following time periods:

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

District Entry - Average Daily Pedestrians



	Average Weekday	Month on Month %	Year on Year %
Early Morning	600	-1.3%	-70.6%
Morning	11,522	18.2%	-24.7%
Afternoon	16,463	11.9%	-33.2%
Evening	10,455	-2.1%	-37.7%
Late night	1,229	1.1%	-50.9%
Total	40,270	9.0%	-34.3%



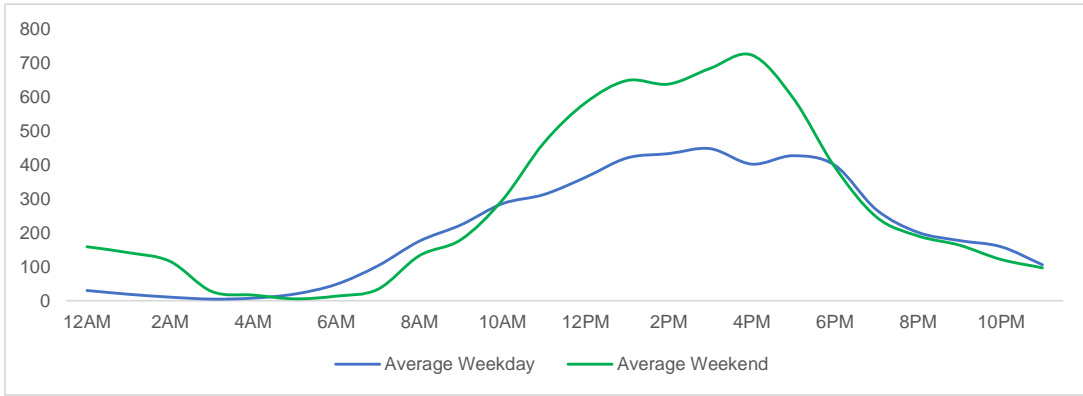
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,541	1.3%	-72.1%
Morning	7,334	5.0%	-44.5%
Afternoon	18,669	-0.1%	-48.7%
Evening	8,742	-13.4%	-53.7%
Late night	1,143	2.9%	-61.3%
Total	37,429	-2.5%	-51.6%

Day Parts are calculated using the following time periods:

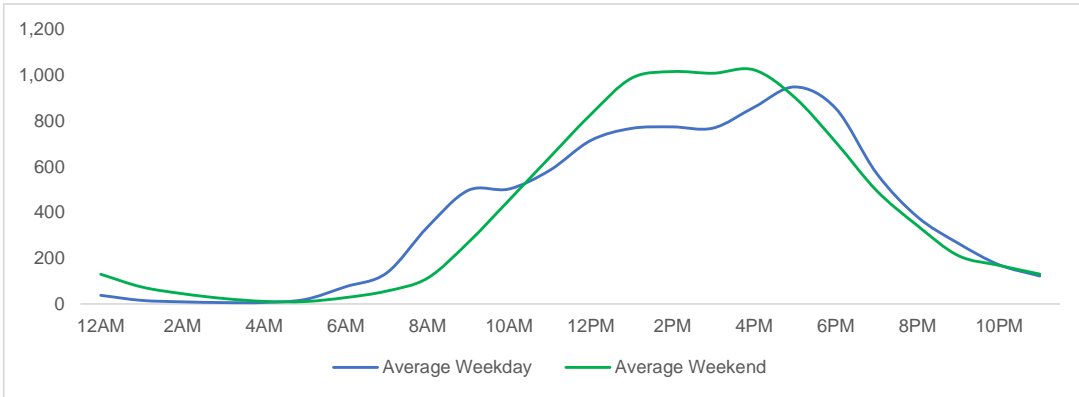
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

Location Group - Average Daily Pedestrians

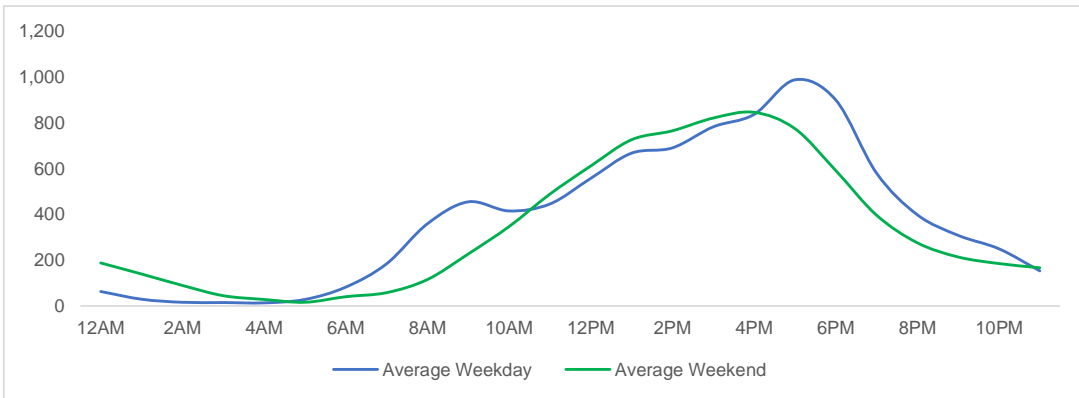
Gansevoort Plaza



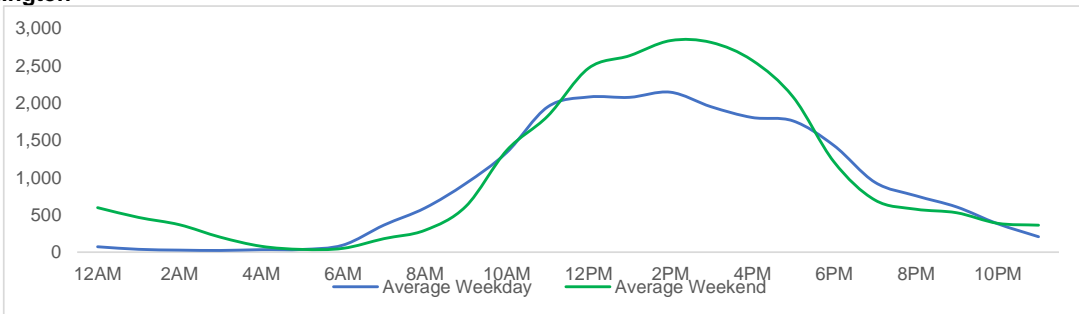
Chelsea Triangle



14th St Square

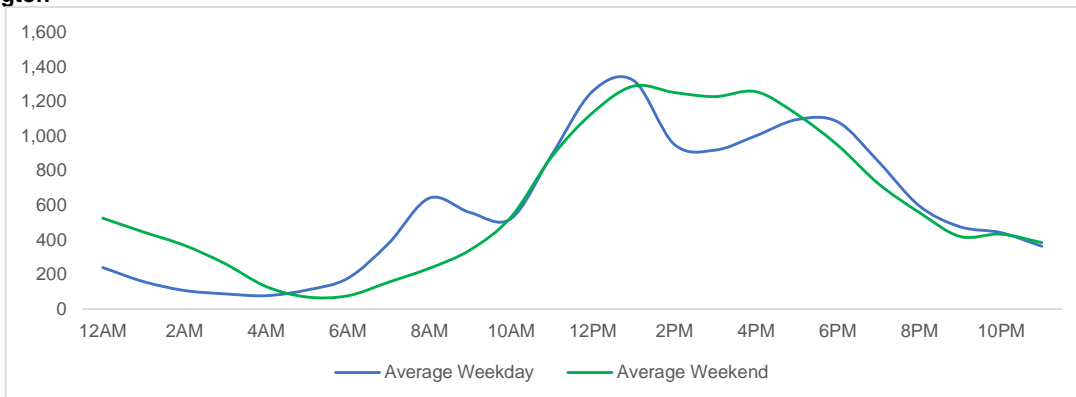


Gansevoort at Washington

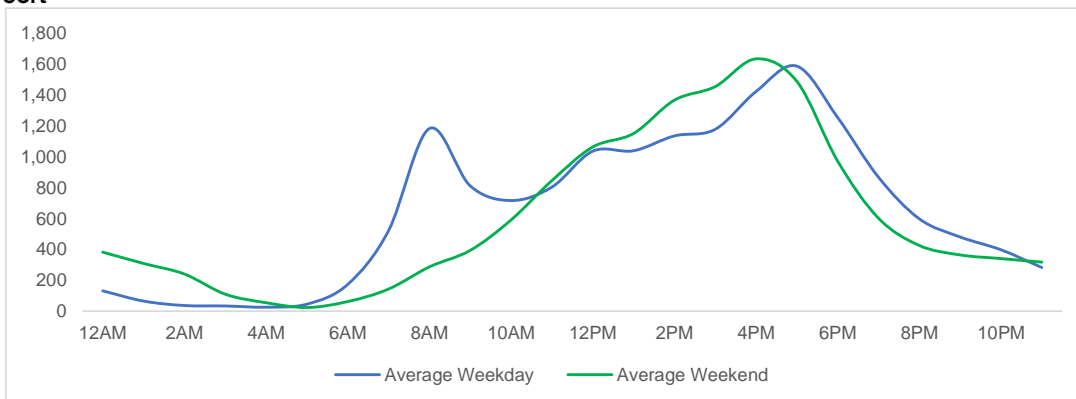


Location Group - Average Daily Pedestrians (cont.)

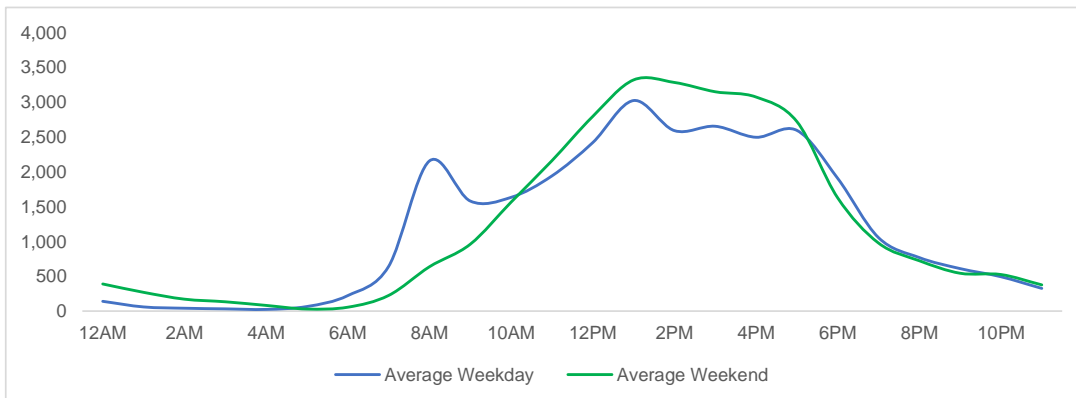
W 14th St at Washington



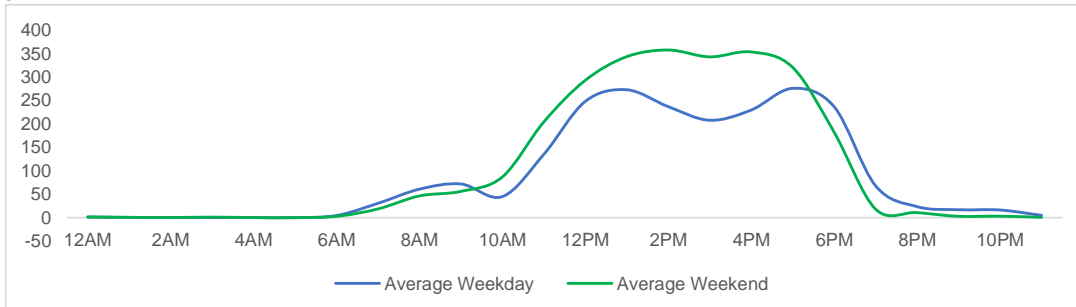
W 13th St at Gansevoort



W16th St at 9th Ave

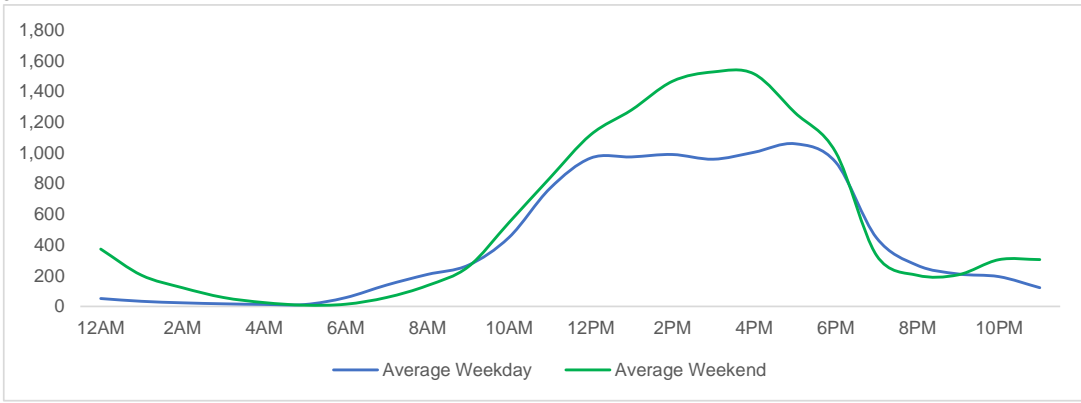


W 14th St at 10th Ave

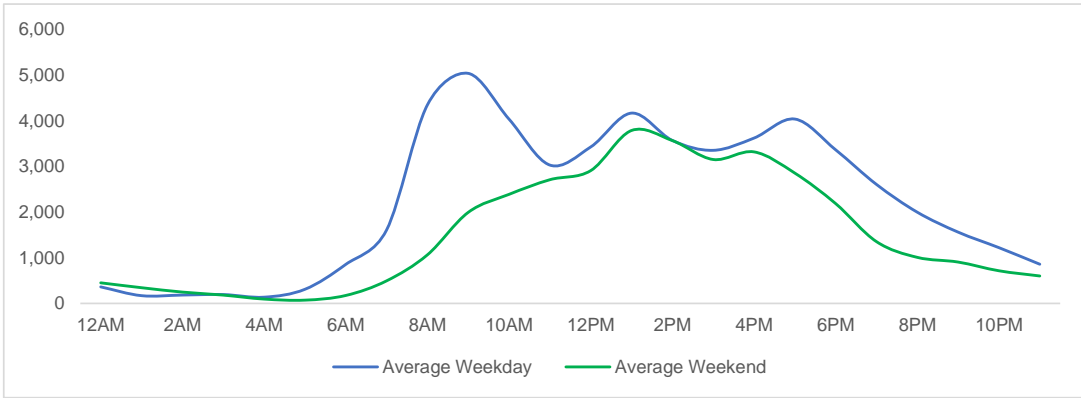


Location Group - Average Daily Pedestrians (cont.)

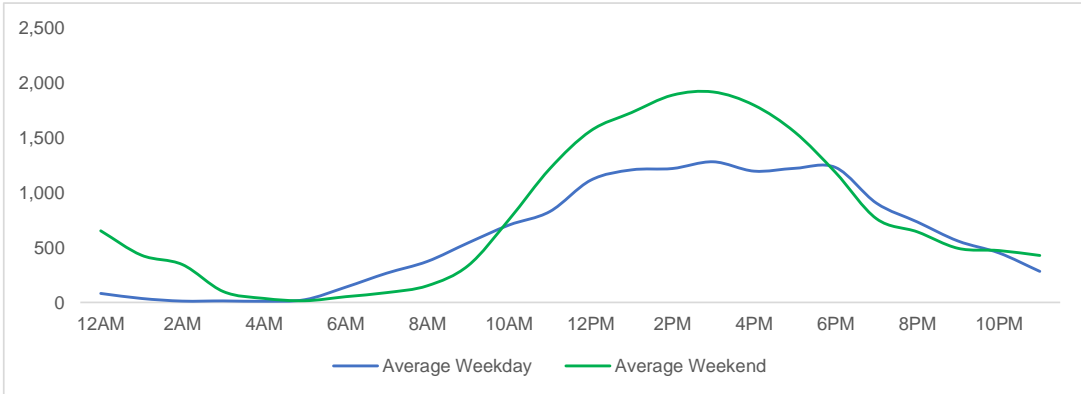
W 13th St at 10th Ave



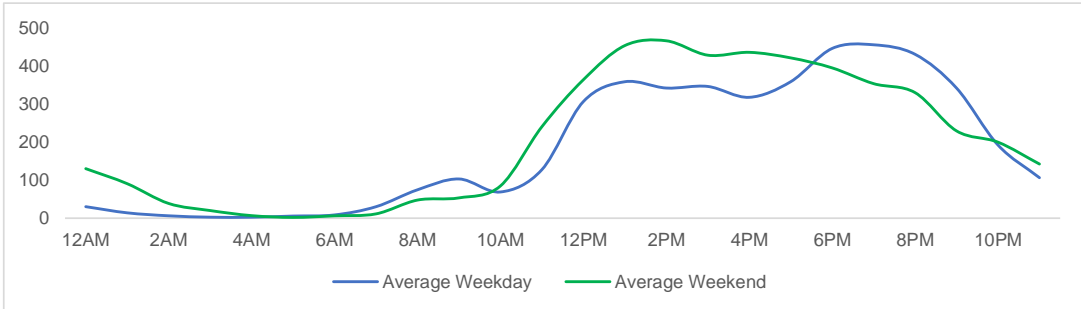
W 15th St at 8th Ave



Gansevoort OS

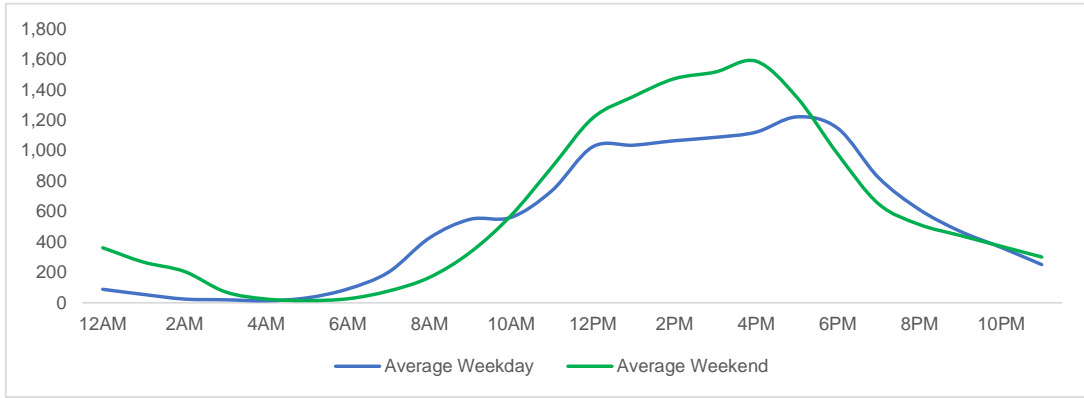


LW 12 OS

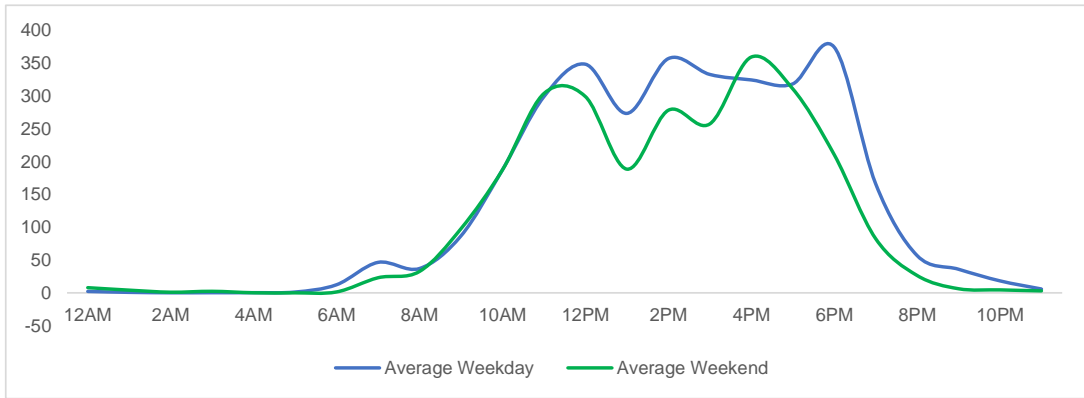


Location Group - Average Daily Pedestrians (cont.)

9th Ave



10th Ave Crossing @ 14



Weather

Max Temp (F)



	82	15	12	1
This Year				
Last Year	75.74	14	10	4

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

