

Monthly Visitor Report Meatpacking District

Weeks this month = 4

Weeks last month = 4

Arrivals by Zone

	This Month	Previous Month	MoM Change	MoM % Change	Last Year	YoY Change	YoY % Change
Total Movements	4,716,233	5,749,582	-258,337	-18.0%	4,198,372	-126,790	-4.3%
District Entry	936,063	1,104,825	-42,191	-15.3%	1,044,575	-5,647	-0.9%
Gansevoort Plaza	133,696	154,482	-5,197	-13.5%	138,786		<i>* not Like-for-Like</i>
Chelsea Triangle	234,696	265,640	-7,736	-11.6%	737,500		<i>* not Like-for-Like</i>
14th St Square	214,384	249,537	-8,788	-14.1%	170,391		<i>* not Like-for-Like</i>
W 14th St at 10th Ave	50,254	64,888	-3,659	-22.6%	106,285		<i>* not Like-for-Like</i>
US Downtown Index				-5.0%			3.4%
New York Index				-3.0%			3.1%

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

Key Stats

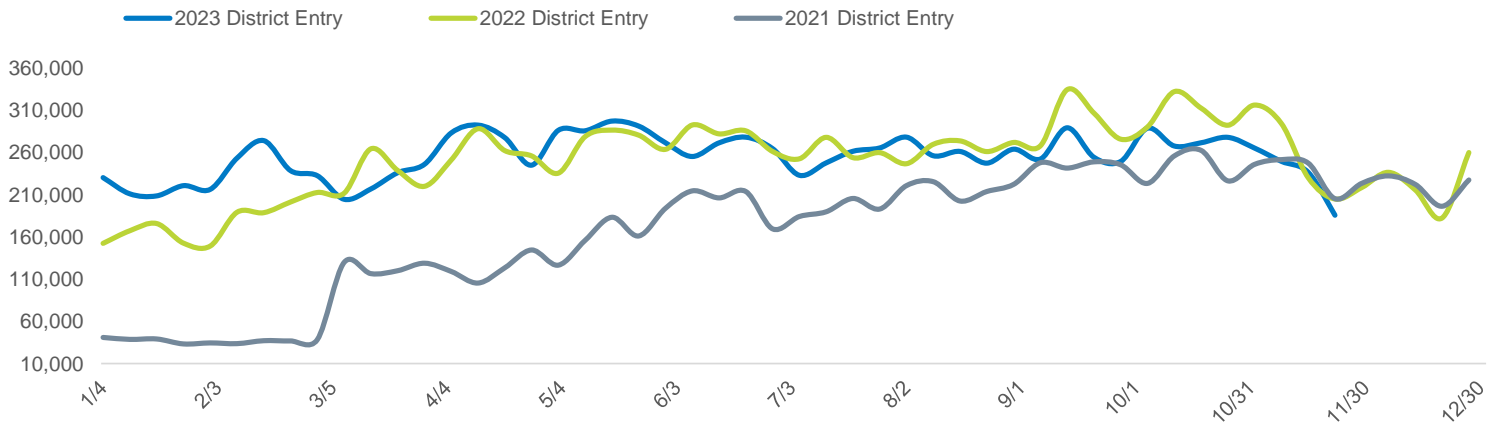
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 257,038 visits.

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

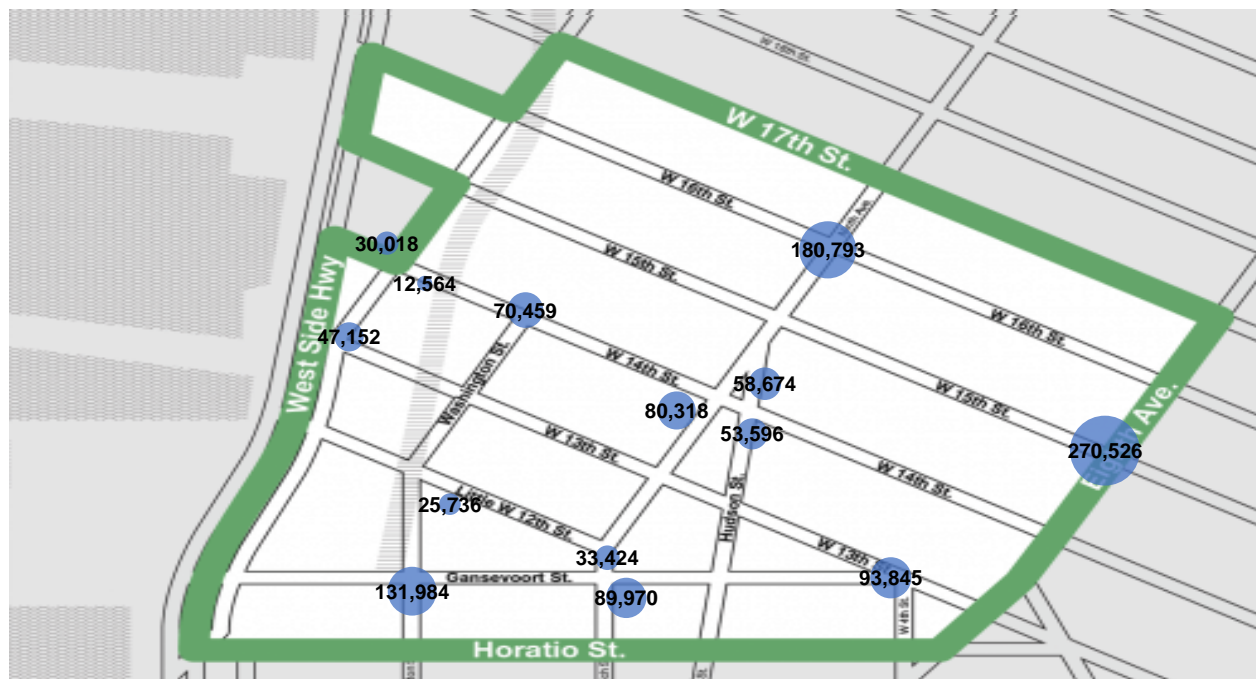
District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	28,757	32,092	33,673	33,345	36,669	40,371	29,110	234,016
Previous month	35,908	39,965	42,682	43,159	39,635	39,161	35,697	276,206
Last Year	37,243	32,630	36,564	35,995	34,709	50,218	33,784	261,144
Month on month variance (LFL)	-4,728	-5,406	-5,641	-7,893	-2,709	-295	-4,826	-31,497
Month on month % (LFL)	-19.8%	-20.2%	-19.9%	-26.4%	-10.1%	-1.2%	-21.1%	-17.1%
Year on year variance (LFL)	-2,970	2,353	-1,177	475	3,358	-2,468	-983	-1,412
Year on year % (LFL)	-13.4%	12.4%	-4.9%	2.2%	16.3%	-8.9%	-5.2%	-0.9%

District Entry Annual Trend - Weekly Totals



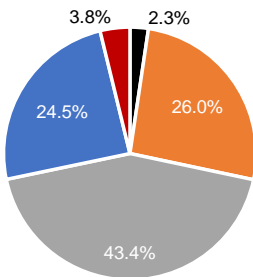
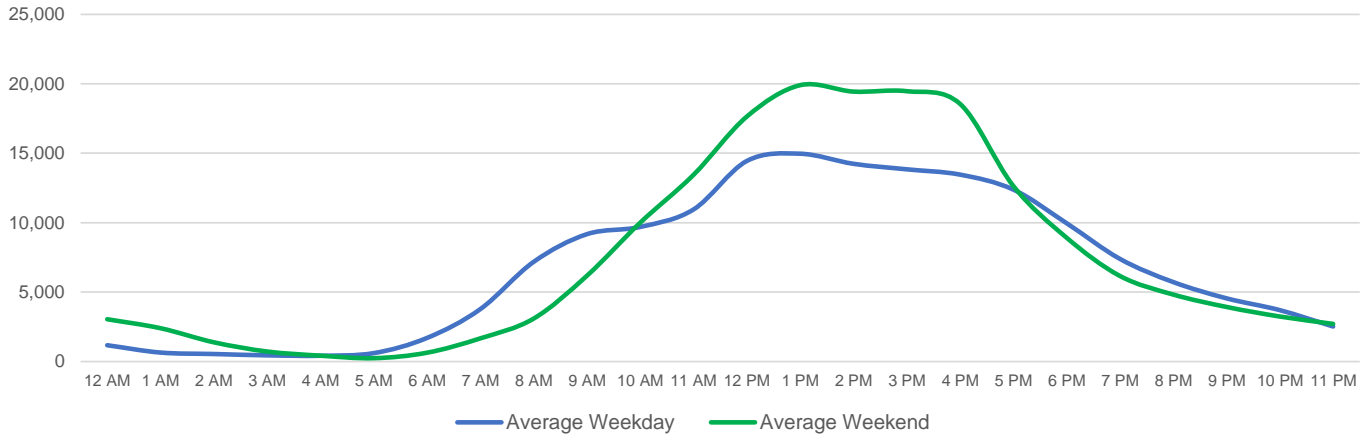
Average Weekly Pedestrians by Location Group



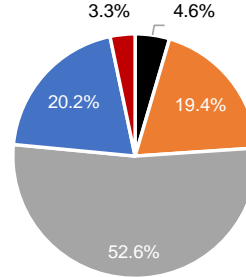
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	3,728	3,298	4,269	4,282	5,826	7,462	4,560	33,424	-13.5%	
Chelsea Triangle	7,185	7,678	8,057	8,086	9,531	10,576	7,561	58,674	-11.6%	
14th St Square	7,019	7,548	7,669	7,826	8,596	8,655	6,284	53,596	-14.1%	
Gansevoort at Washington	16,763	13,625	16,438	16,993	22,331	26,461	19,373	131,984	-16.7%	-17.8%
W 14th St at Washington	8,819	8,761	11,350	10,889	10,599	11,581	8,461	70,459	-30.3%	12.5%
W 13th St at Gansevoort	12,345	12,573	14,138	13,182	15,281	14,964	11,363	93,845	-13.4%	18.5%
W16th St at 9th Ave	22,786	24,477	25,412	24,727	28,134	31,378	23,880	180,793	-12.7%	-3.6%
W 14th St at 10th Ave	1,481	1,473	1,641	1,590	1,853	2,639	1,888	12,564	-22.6%	-52.7%
W 13th St at 10th Ave	5,500	5,469	5,474	5,817	7,470	9,969	7,453	47,152	-38.9%	-14.5%
W 15th St at 8th Ave	30,079	42,777	43,323	46,585	40,877	41,645	25,241	270,526	-21.2%	-6.3%
Gansevoort OS	10,020	9,378	11,504	11,987	14,866	18,256	13,959	89,970	-17.8%	
LW 12 OS	2,572	3,311	3,247	2,780	4,358	5,417	4,052	25,736	-20.5%	
9th Ave	9,355	9,513	10,532	10,276	13,629	15,767	11,248	80,318	-15.1%	
10th Ave Crossing @ 14	3,628	4,015	3,906	4,098	3,032	6,213	5,128	30,018	37.6%	
Total	141,279	153,893	166,960	169,114	186,380	210,982	150,451	1,179,058	-18.0%	-4.3%

*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	3,837	-4.1%	34.0%
Morning	42,481	-24.0%	-4.2%
Afternoon	70,962	-16.3%	-3.3%
Evening	40,019	-29.8%	-8.2%
Late night	6,226	-22.2%	5.1%
Total	163,525	-22.0%	-3.7%

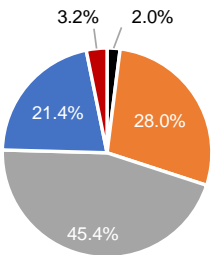
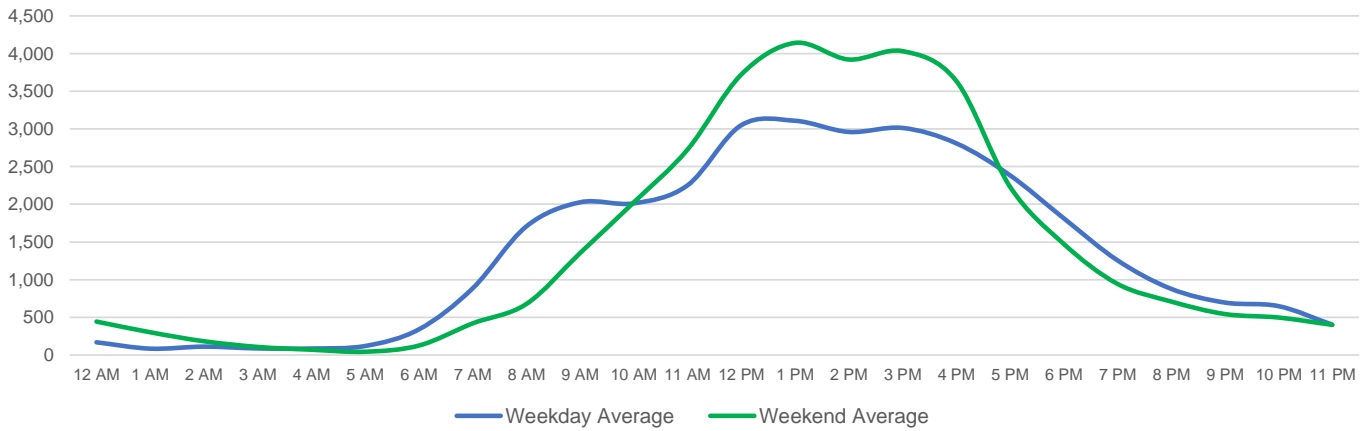


	Average Weekend	Month on Month %	Year on Year %
Early Morning	8,225	-30.6%	-20.7%
Morning	35,029	-4.3%	5.0%
Afternoon	95,020	-7.6%	-1.0%
Evening	36,486	-25.0%	-19.6%
Late night	5,956	-19.0%	-15.4%
Total	180,716	-12.8%	-5.8%

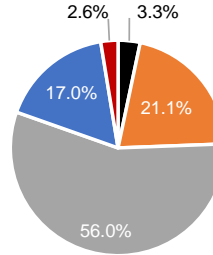
Day Parts are calculated using the following time periods:

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	659	9.9%	-52.5%
Morning	9,221	-20.0%	-35.7%
Afternoon	14,941	-9.2%	-34.6%
Evening	7,034	-32.7%	-44.8%
Late night	1,051	-14.5%	-46.3%
Total	32,907	-18.3%	-38.4%



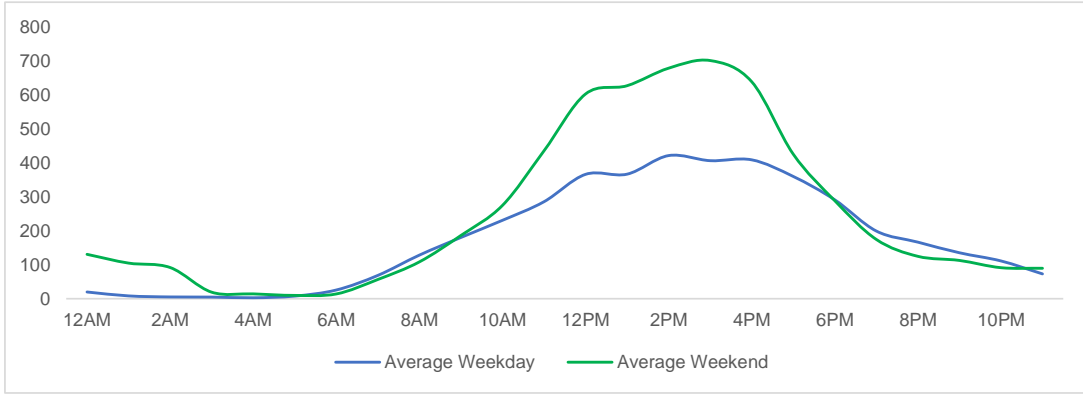
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,150	-25.4%	-74.8%
Morning	7,326	-0.1%	-38.4%
Afternoon	19,455	4.2%	-41.4%
Evening	5,912	-32.4%	-59.2%
Late night	898	-21.4%	-62.9%
Total	34,740	-7.2%	-48.4%

Day Parts are calculated using the following time periods:

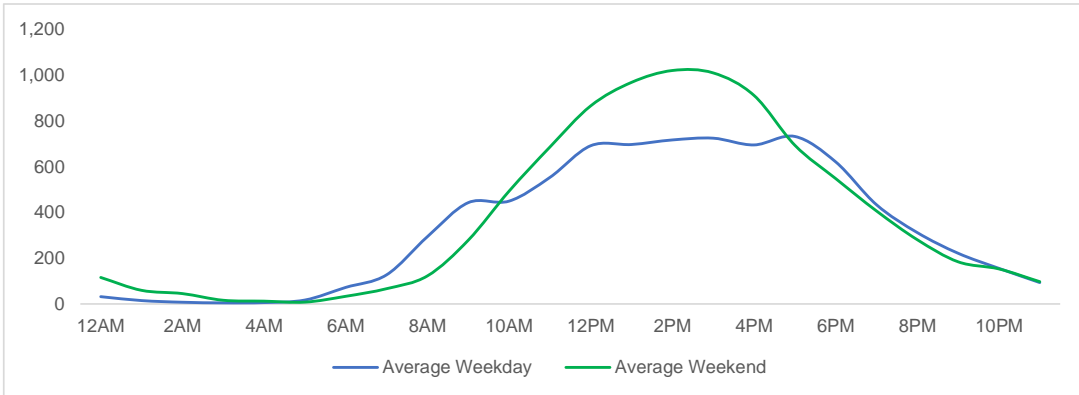
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

Location Group - Average Daily Pedestrians

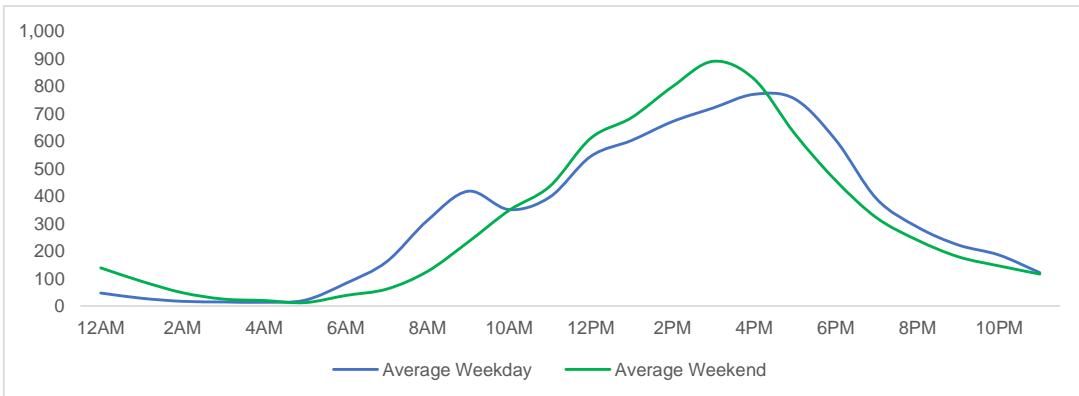
Gansevoort Plaza



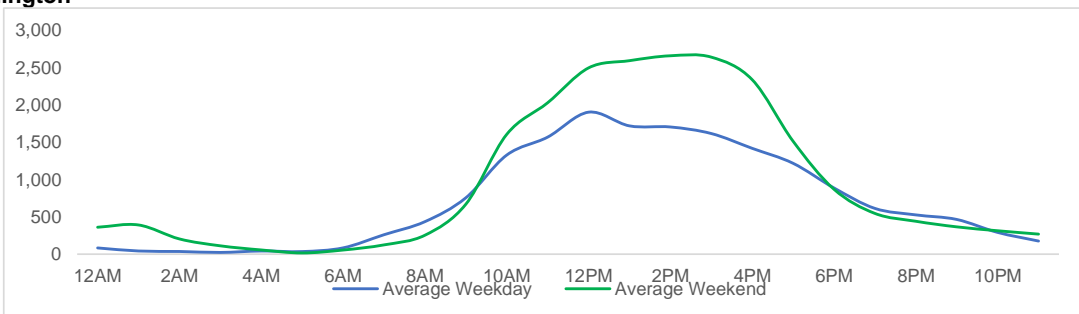
Chelsea Triangle



14th St Square

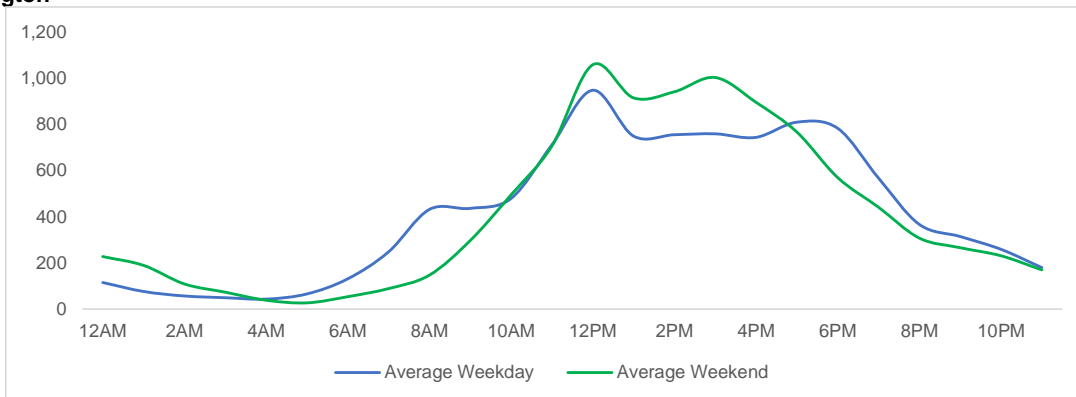


Gansevoort at Washington

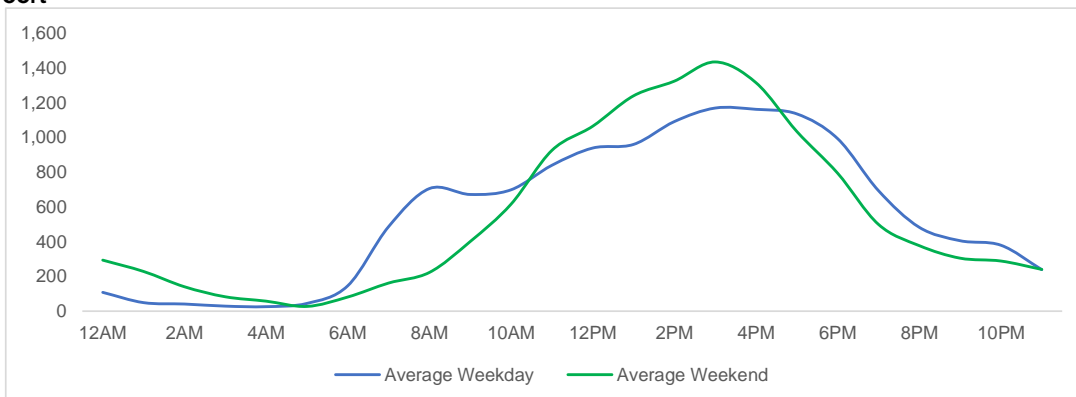


Location Group - Average Daily Pedestrians (cont.)

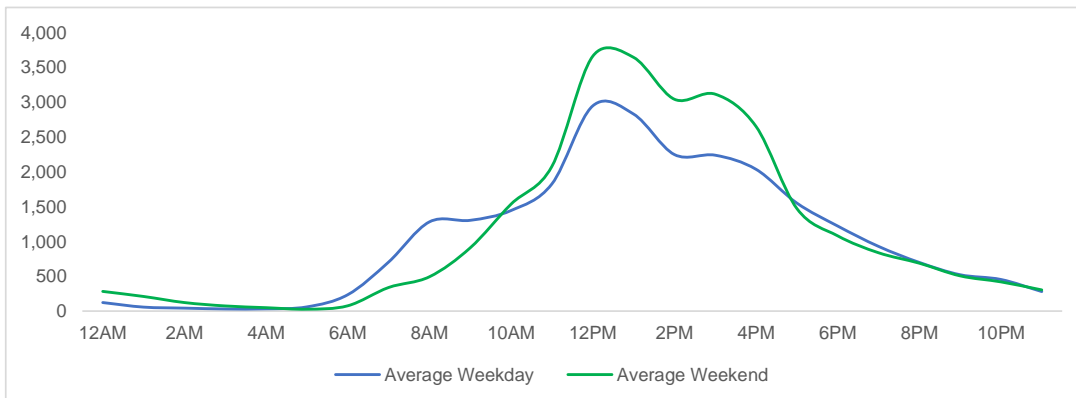
W 14th St at Washington



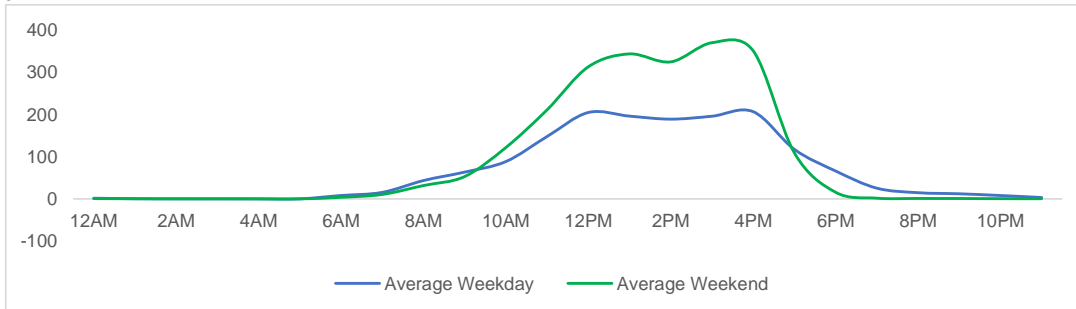
W 13th St at Gansevoort



W16th St at 9th Ave

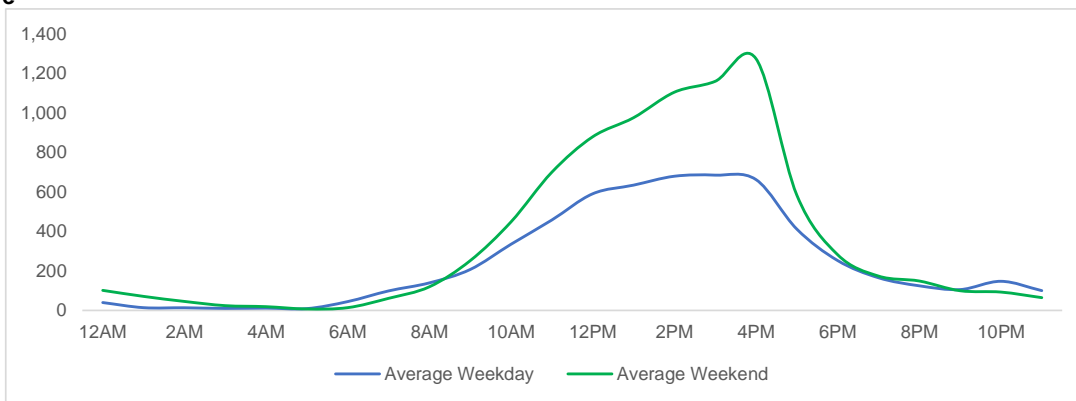


W 14th St at 10th Ave

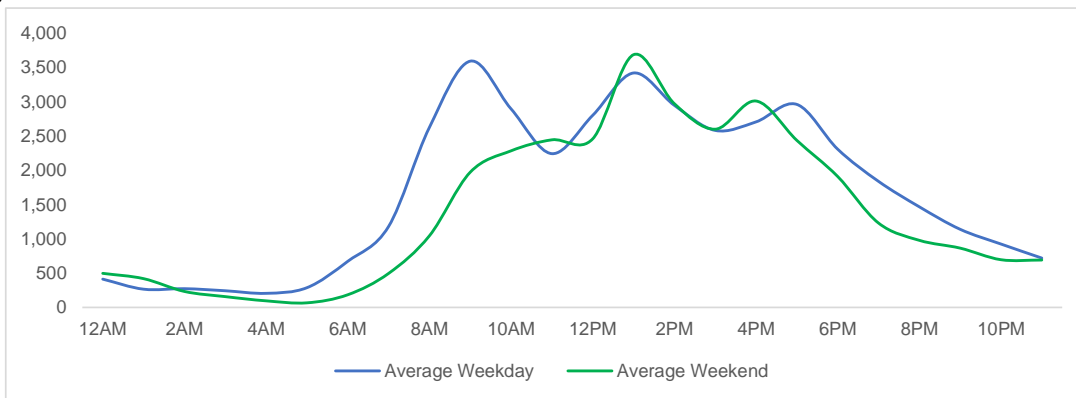


Location Group - Average Daily Pedestrians (cont.)

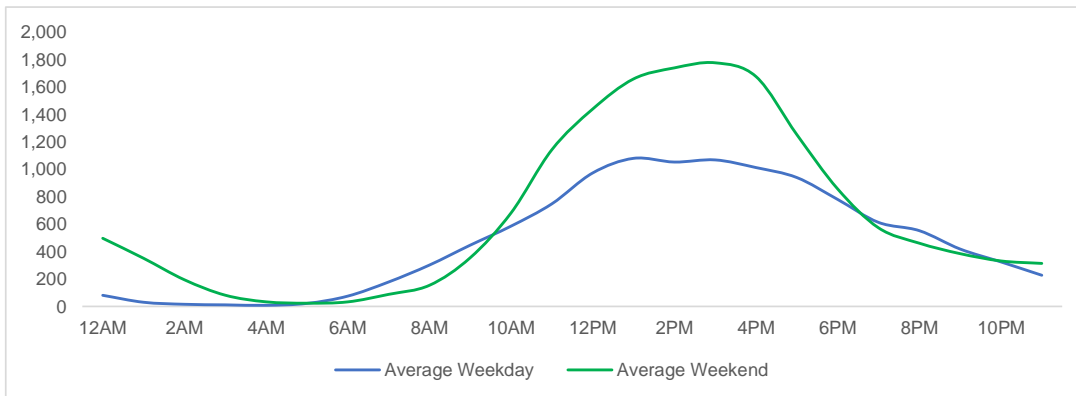
W 13th St at 10th Ave



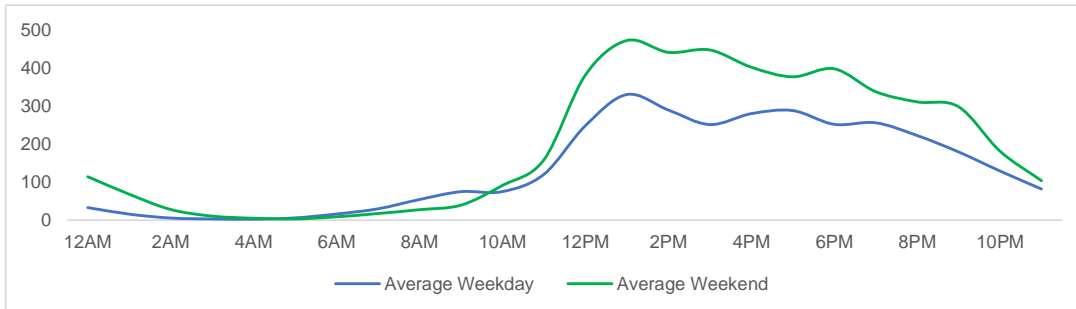
W 15th St at 8th Ave



Gansevoort OS

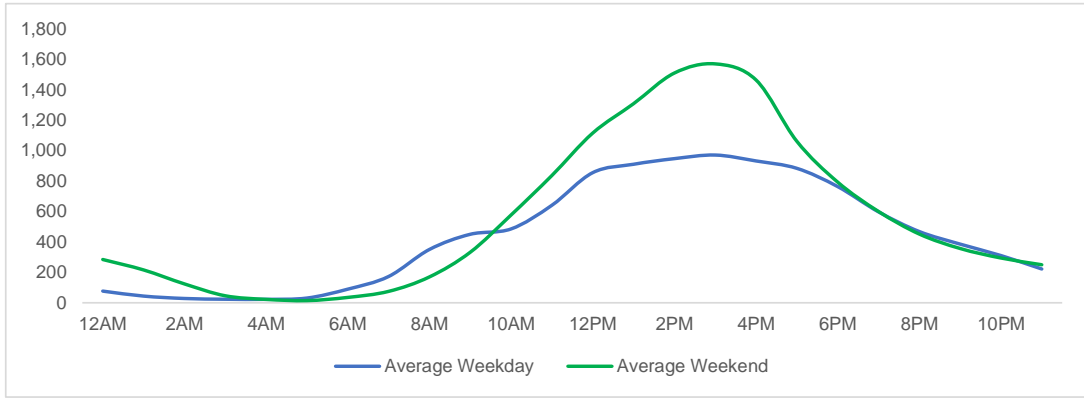


LW 12 OS

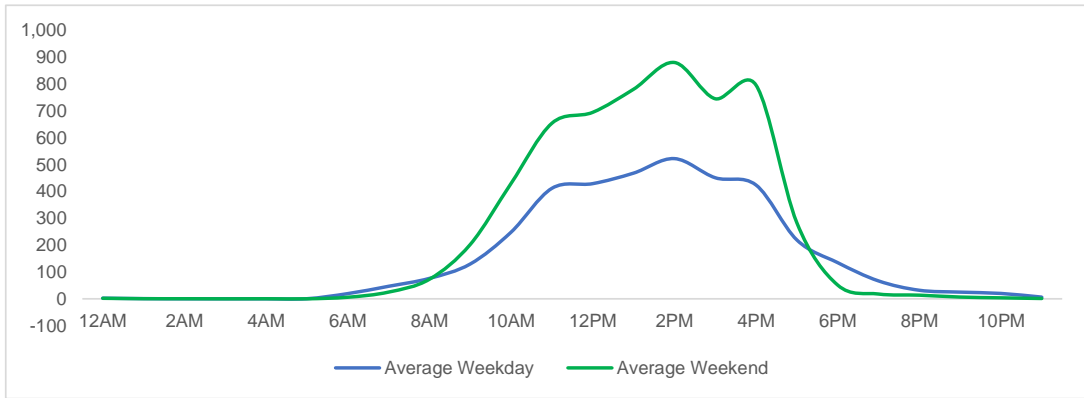


Location Group - Average Daily Pedestrians (cont.)

9th Ave



10th Ave Crossing @ 14



Weather

Max Temp (F)



	75	15	12	1
This Year				
Last Year	77	16	10	2

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

