

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	4,037,228	3,465,903	142,831	16.5%	4,128,111	-281,613	-10.5%
District Entry	812,635	701,572	27,766	15.8%	981,217	-36,434	-6.4%
Gansevoort Plaza	106,515	102,911	901	3.5%	138,248		<i>* not Like-for-Like</i>
Chelsea Triangle	210,059	175,225	8,709	19.9%	739,958		<i>* not Like-for-Like</i>
14th St Square	195,278	154,441	10,209	26.4%	183,026		<i>* not Like-for-Like</i>
W 14th St at 10th Ave	38,851	31,360	1,873	23.9%	76,181		<i>* not Like-for-Like</i>
US Downtown Index				9.1%			2.8%
New York Index				6.8%			2.9%

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

Key Stats

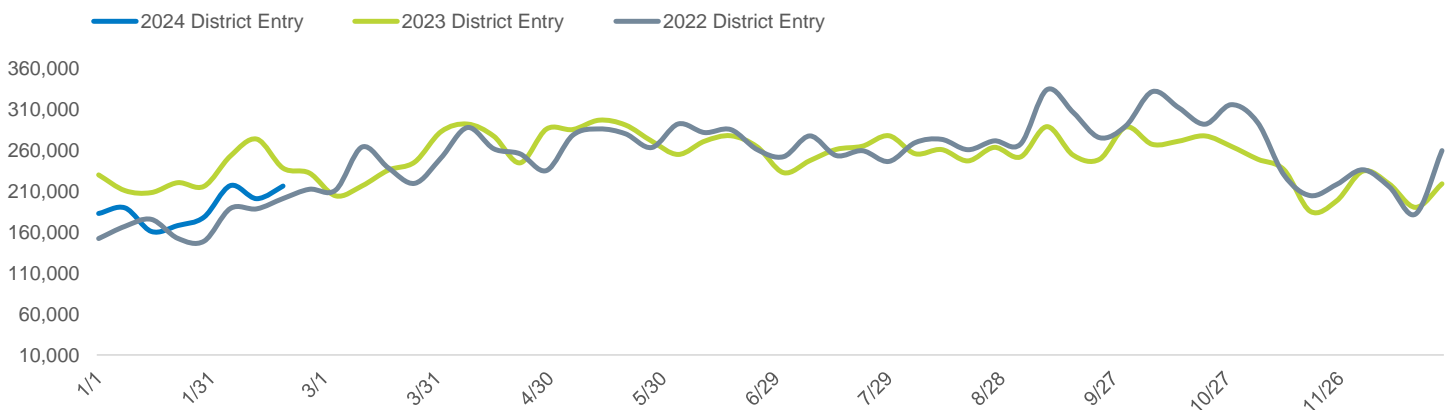
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 214,085 visits.

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

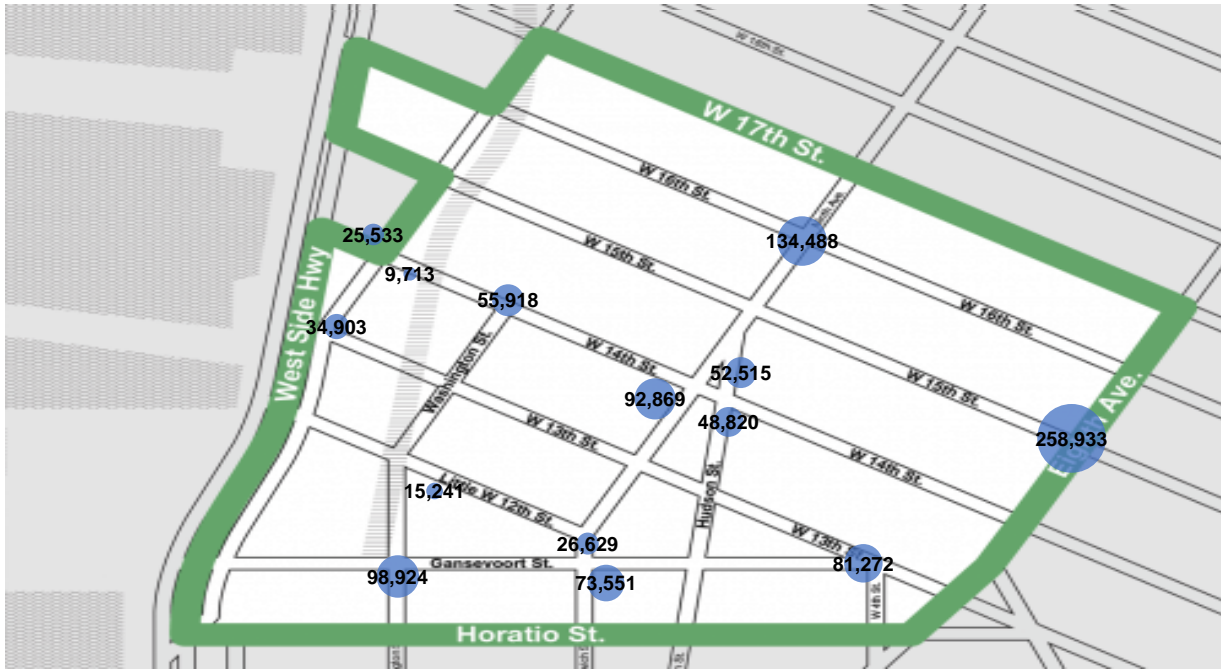
District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	26,439	22,849	27,434	28,901	29,217	39,082	29,237	203,159
Previous month	22,490	20,727	25,593	26,627	29,619	29,518	20,819	175,393
Last Year	43,711	32,429	28,011	25,580	39,288	43,440	32,846	245,304
Month on month variance (LFL)	3,313	1,601	966	1,575	-1,510	5,980	3,921	15,844
Month on month % (LFL)	23.3%	11.5%	5.6%	8.9%	-7.3%	31.7%	28.0%	13.6%
Year on year variance (LFL)	-5,827	-2,738	-1,126	2,297	-539	1,134	-2,309	-9,109
Year on year % (LFL)	-24.9%	-15.0%	-5.8%	13.5%	-2.7%	4.8%	-11.4%	-6.4%

District Entry Annual Trend - Weekly Totals



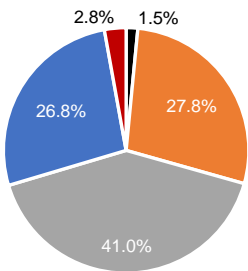
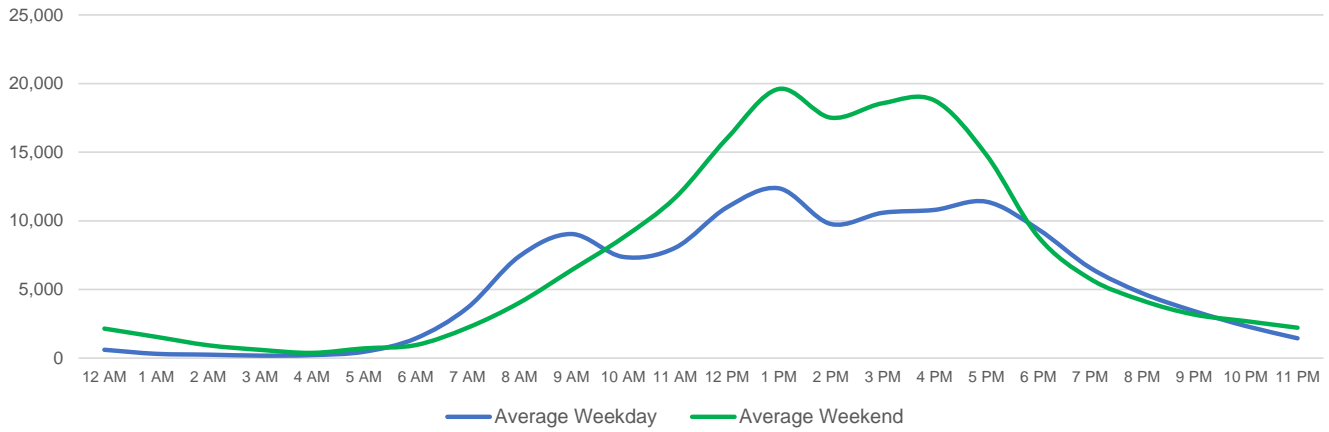
Average Weekly Pedestrians by Location Group



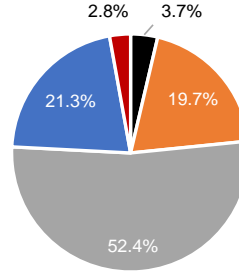
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	2,973	2,362	3,170	3,293	4,882	5,429	4,520	26,629	3.5%	
Chelsea Triangle	6,671	5,653	6,957	7,018	7,823	10,355	8,039	52,515	19.9%	
14th St Square	6,346	5,844	6,923	7,298	7,338	8,429	6,642	48,820	26.4%	
Gansevoort at Washington	11,539	8,619	10,745	11,352	17,627	21,073	17,969	98,924	5.0%	-36.9%
W 14th St at Washington	6,771	5,950	7,397	7,626	8,011	12,547	7,616	55,918	16.0%	17.7%
W 13th St at Gansevoort	11,440	8,963	10,724	11,794	12,111	15,229	11,012	81,272	7.2%	3.5%
W16th St at 9th Ave	17,181	15,107	18,015	19,129	19,662	25,496	19,899	134,488	12.1%	-17.7%
W 14th St at 10th Ave	1,177	853	1,108	1,283	1,390	2,254	1,649	9,713	23.9%	-49.0%
W 13th St at 10th Ave	3,956	2,706	3,584	3,792	3,996	9,033	7,837	34,903	4.7%	-20.1%
W 15th St at 8th Ave	32,852	35,698	41,371	45,126	33,314	40,666	29,907	258,933	13.6%	-4.1%
Gansevoort OS	8,165	6,694	8,467	8,369	12,604	16,043	13,208	73,551	6.2%	-100.0%
LW 12 OS	1,547	1,379	2,218	1,793	2,546	3,273	2,486	15,241	32.2%	-100.0%
9th Ave	12,206	10,006	10,745	11,060	14,970	18,900	14,982	92,869	75.3%	
10th Ave Crossing @ 14	3,239	2,276	2,944	3,204	3,223	5,677	4,972	25,533	48.8%	
Total	126,061	112,107	134,366	142,137	149,497	194,402	150,738	1,009,307	16.5%	-10.5%

*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	2,037	-13.2%	-24.5%
Morning	36,973	17.9%	-9.4%
Afternoon	54,504	-0.3%	-11.3%
Evening	35,535	6.9%	-15.8%
Late night	3,784	-14.3%	-31.7%
Total	132,834	5.9%	-12.9%

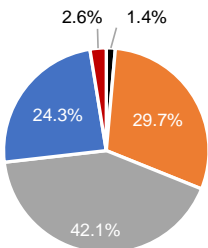
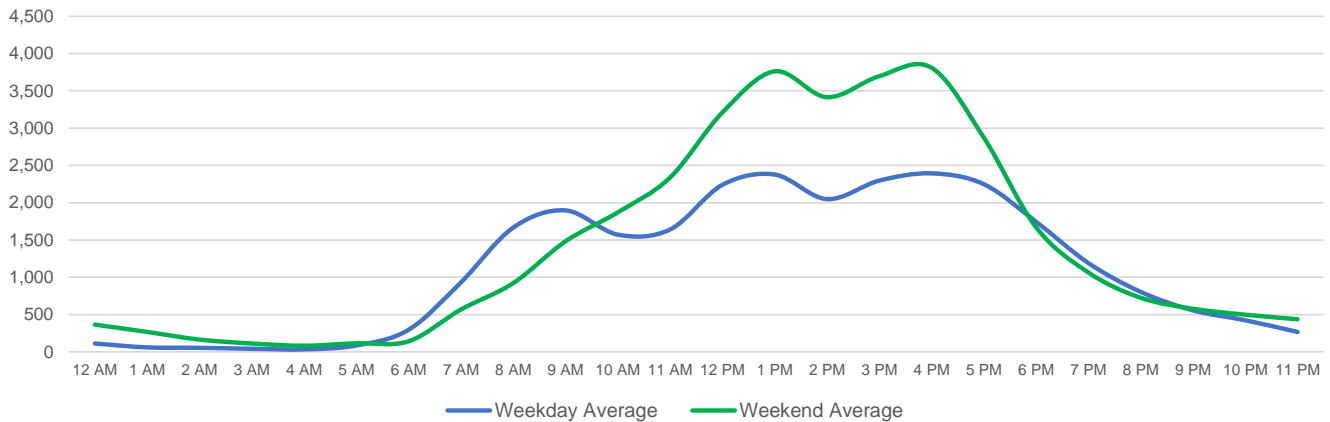


	Average Weekend	Month on Month %	Year on Year %
Early Morning	6,328	11.9%	-14.2%
Morning	34,055	51.5%	19.6%
Afternoon	90,459	19.5%	-2.6%
Evening	36,819	29.2%	-20.5%
Late night	4,909	17.0%	-34.2%
Total	172,570	27.2%	-4.8%

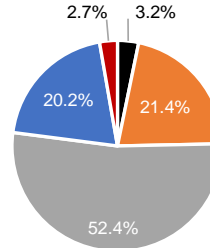
Day Parts are calculated using the following time periods:

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	382	-16.9%	-72.1%
Morning	8,002	14.6%	-43.4%
Afternoon	11,355	0.3%	-46.3%
Evening	6,541	17.2%	-46.5%
Late night	689	4.0%	-61.4%
Total	26,968	7.8%	-46.9%



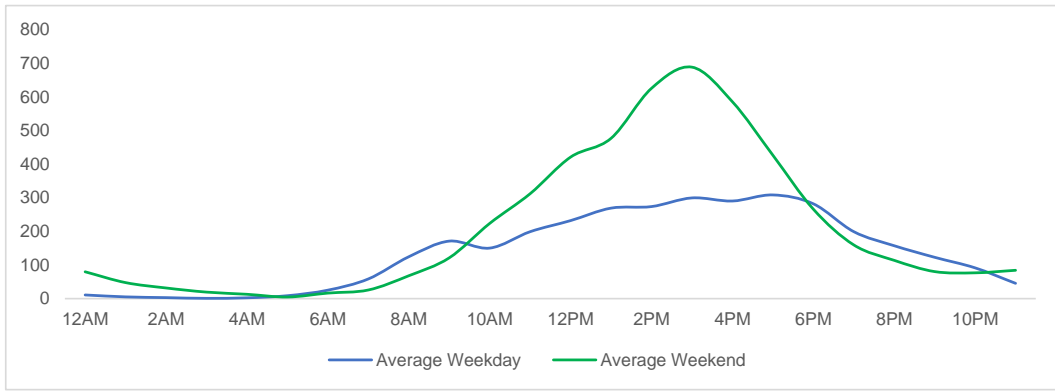
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,104	63.7%	-69.2%
Morning	7,322	50.4%	-27.1%
Afternoon	17,893	23.9%	-40.7%
Evening	6,907	53.4%	-51.5%
Late night	935	36.0%	-63.2%
Total	34,160	35.7%	-44.0%

Day Parts are calculated using the following time periods:

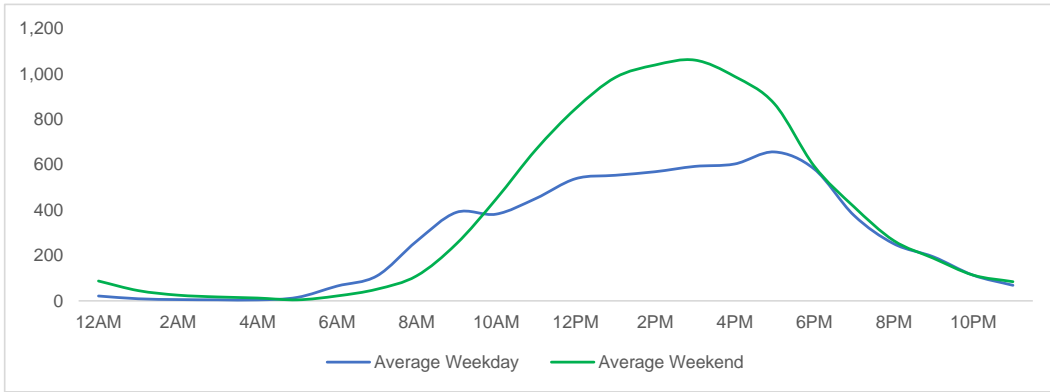
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

Location Group - Average Daily Pedestrians

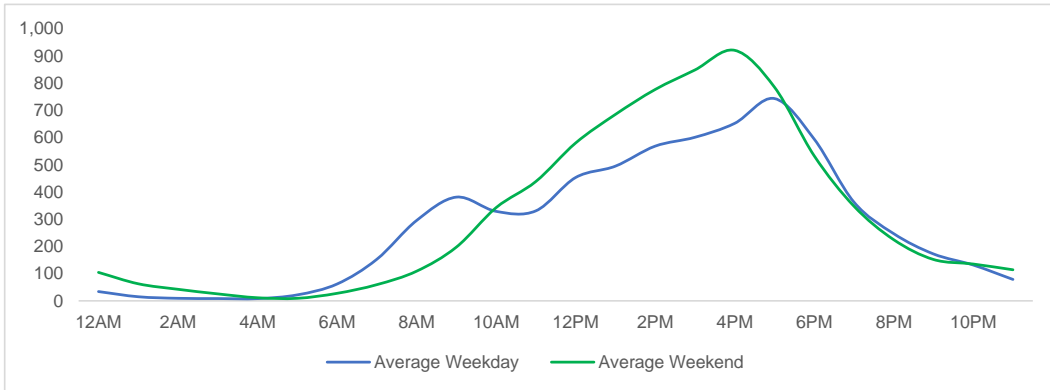
Gansevoort Plaza



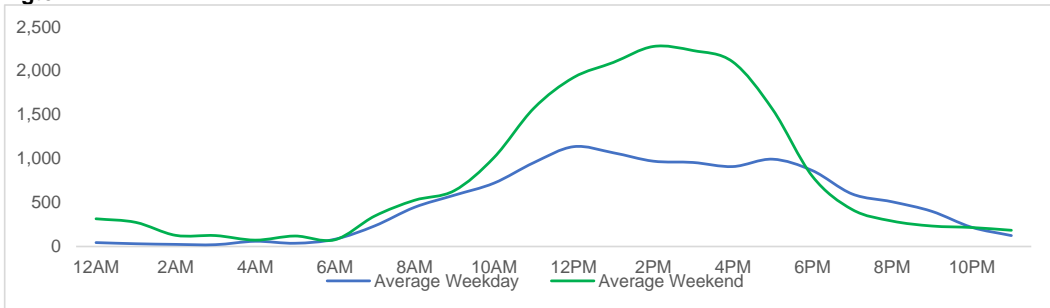
Chelsea Triangle



14th St Square

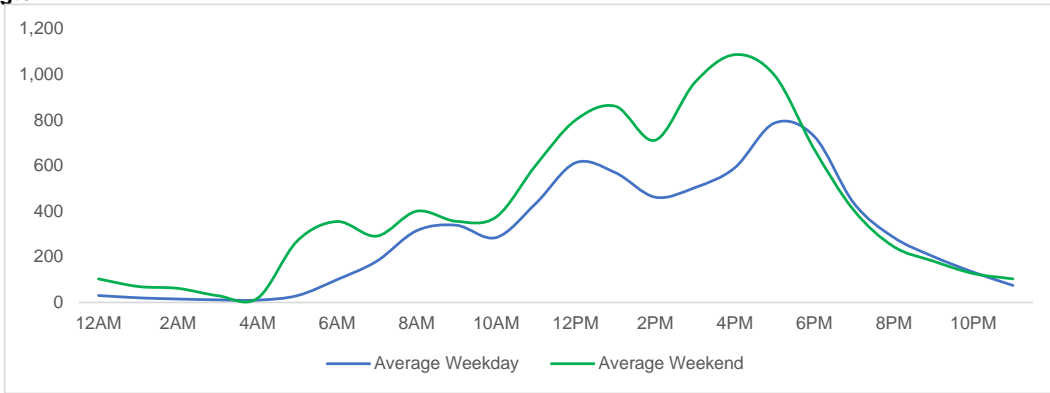


Gansevoort at Washington

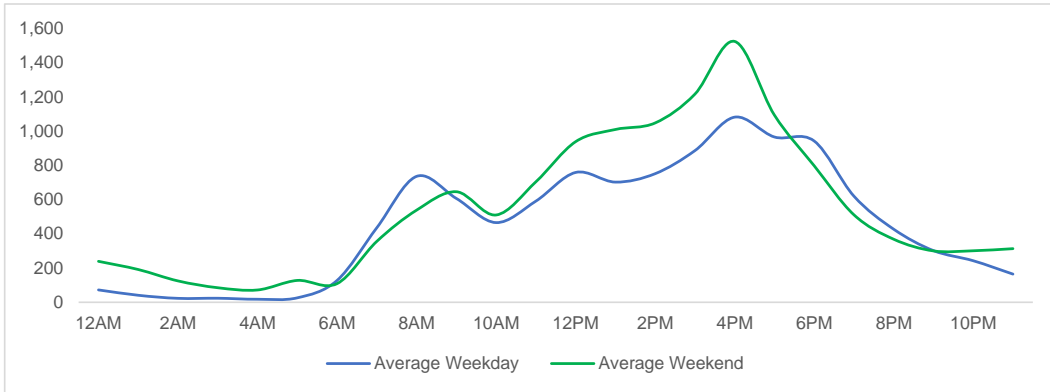


Location Group - Average Daily Pedestrians (cont.)

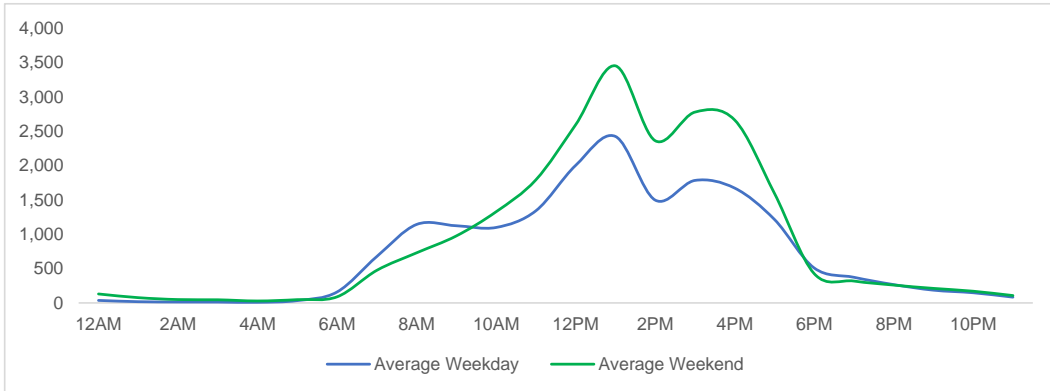
W 14th St at Washington



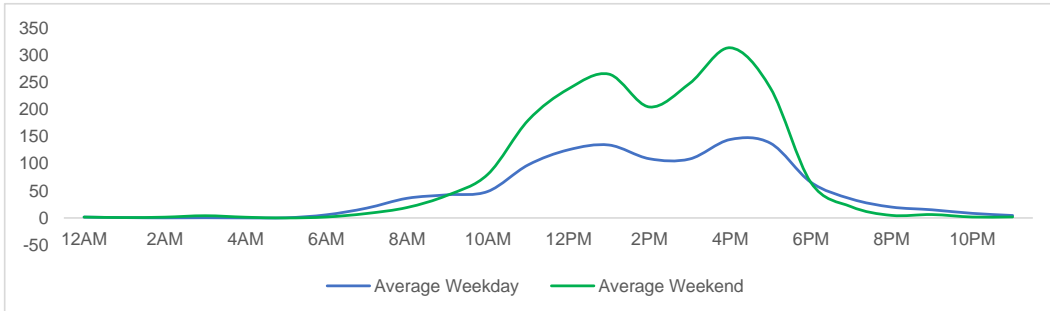
W 13th St at Gansevoort



W16th St at 9th Ave

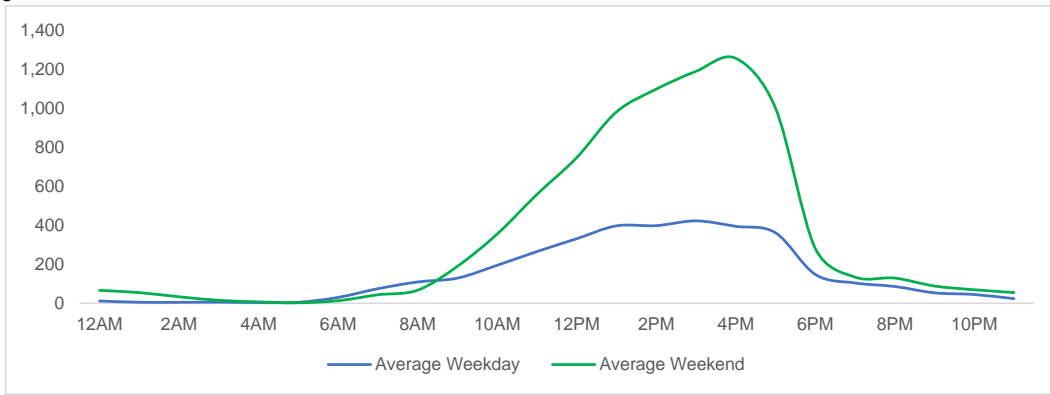


W 14th St at 10th Ave

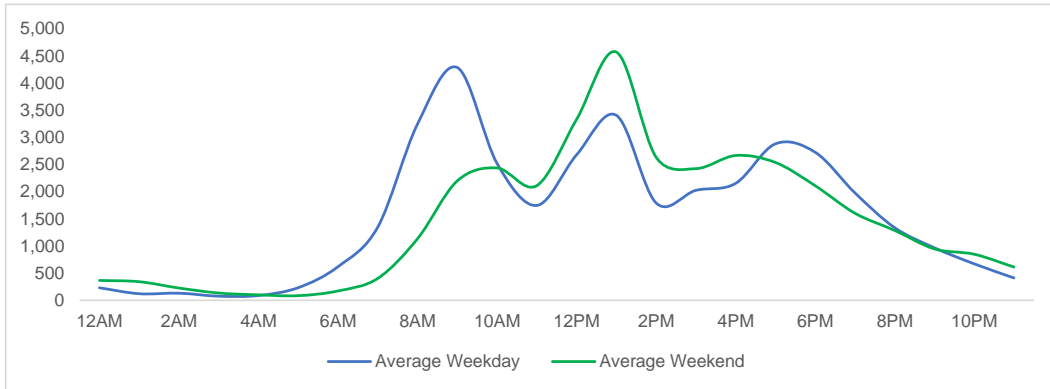


Location Group - Average Daily Pedestrians (cont.)

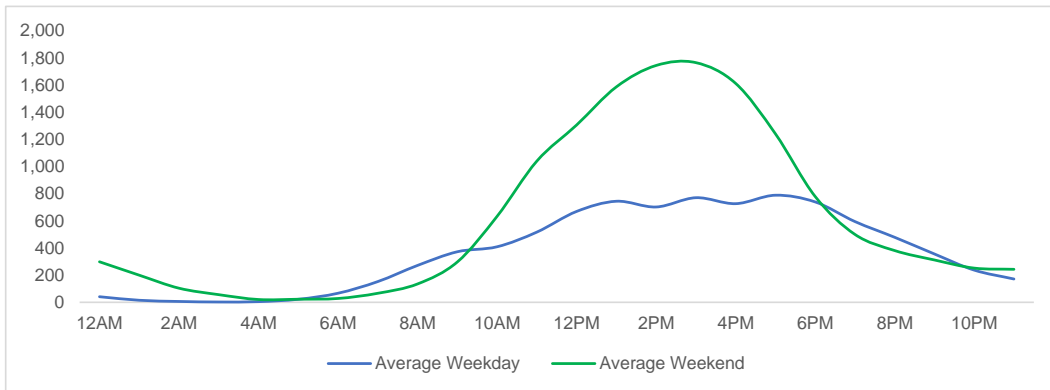
W 13th St at 10th Ave



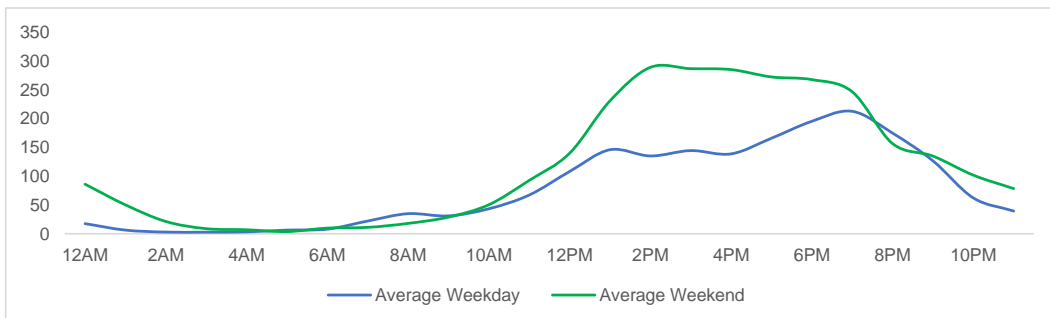
W 15th St at 8th Ave



Gansevoort OS

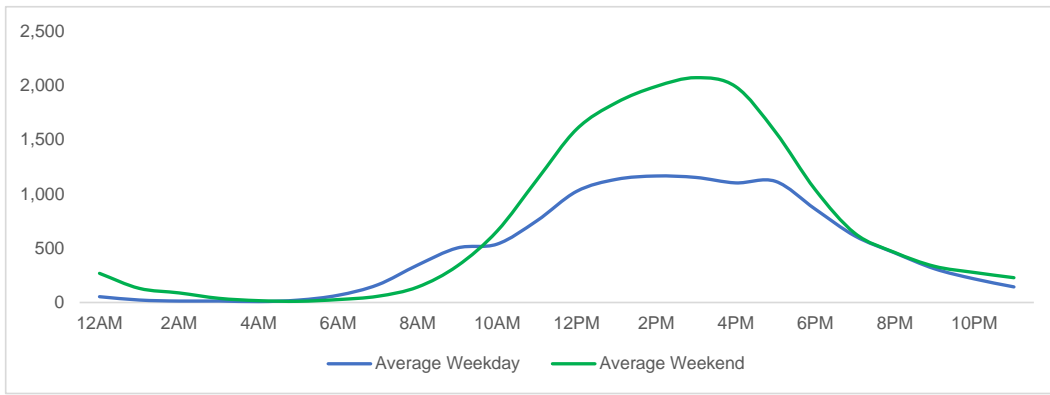


LW 12 OS

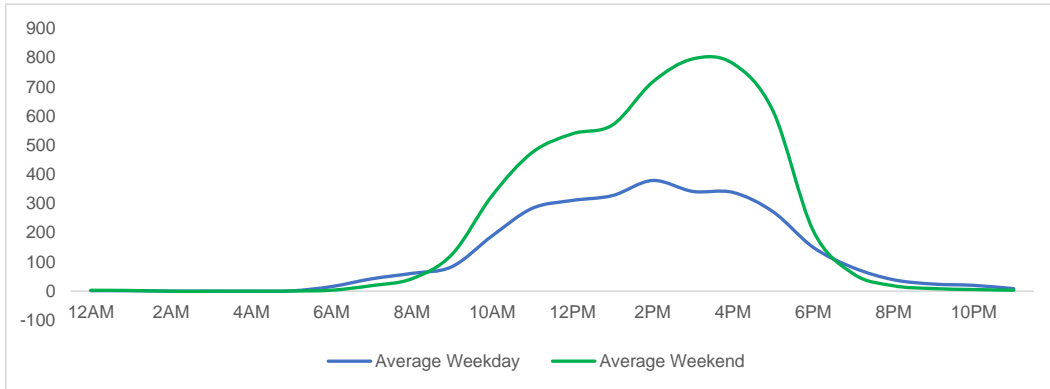


Location Group - Average Daily Pedestrians (cont.)



9th Ave



10th Ave Crossing @ 14



Weather

	Max Temp (F)			
This Year	57	13	14	0
Last Year	65.12	6	22	0

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