

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	6,190,297	4,037,228	228,752	22.7%	5,127,473	582,883	17.9%
District Entry	1,233,657	812,635	43,573	21.4%	1,134,914	155,854	22.7%
Gansevoort Plaza	170,371	106,515	7,445	28.0%	179,455		<i>* not Like-for-Like</i>
Chelsea Triangle	288,064	210,059	5,098	9.7%	756,603		<i>* not Like-for-Like</i>
14th St Square	246,288	195,278	438	0.9%	195,516		<i>* not Like-for-Like</i>
W 14th St at 10th Ave	66,582	38,851	3,604	37.1%	86,709		<i>* not Like-for-Like</i>
US Downtown Index				11.7%			6.4%
New York Index				8.5%			6.2%

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

Key Stats

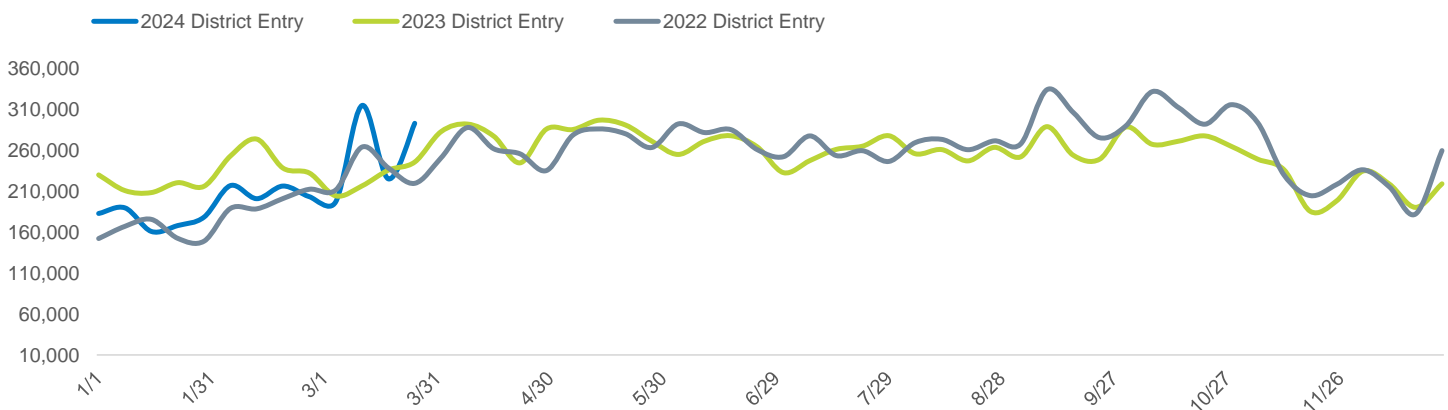
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 360,600 visits.

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

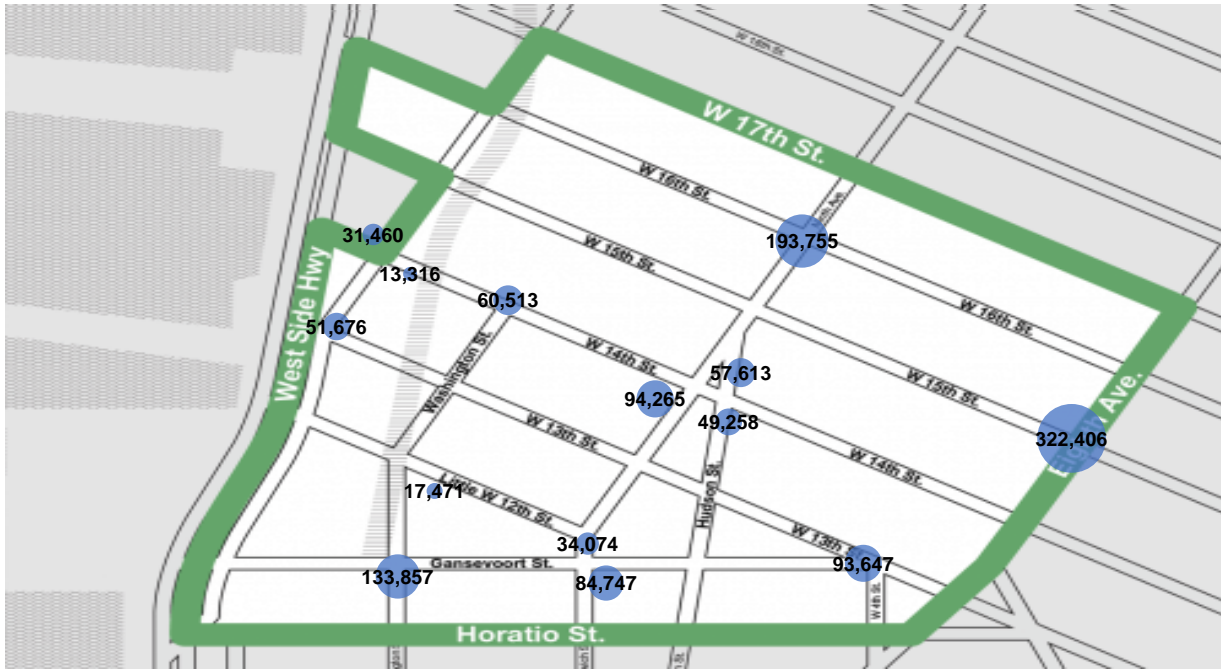
District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	29,630	32,228	35,669	34,301	40,927	33,563	40,413	246,731
Previous month	26,439	22,849	27,434	28,901	29,217	39,082	29,237	203,159
Last Year	21,516	27,365	34,396	32,634	44,494	35,700	30,879	226,983
Month on month variance (LFL)	2,314	6,888	7,731	4,842	8,455	-1,903	7,705	36,031
Month on month % (LFL)	13.2%	44.5%	42.5%	25.1%	44.0%	-7.7%	43.0%	27.2%
Year on year variance (LFL)	6,229	7,013	2,338	3,438	5,048	682	6,424	31,171
Year on year % (LFL)	45.7%	45.7%	9.9%	16.6%	22.3%	3.1%	33.4%	22.7%

District Entry Annual Trend - Weekly Totals



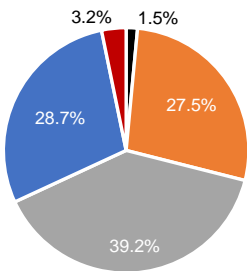
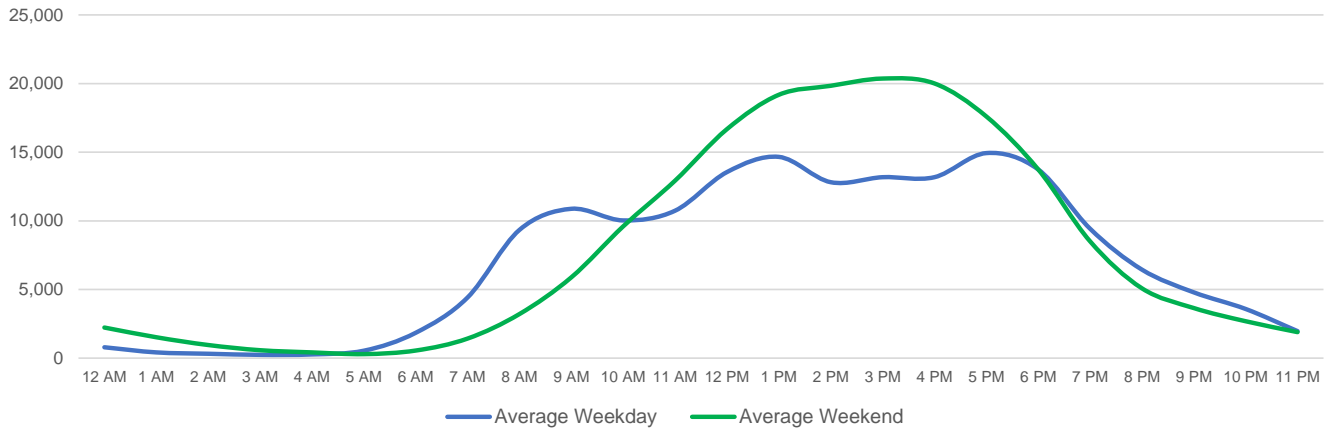
Average Weekly Pedestrians by Location Group



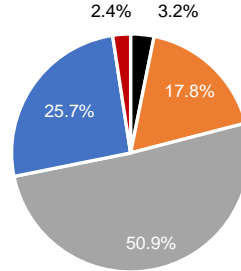
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	3,648	3,548	3,933	4,098	7,191	5,077	6,579	34,074	28.0%	
Chelsea Triangle	7,344	7,343	7,133	7,837	9,759	8,033	10,165	57,613	9.7%	
14th St Square	6,517	6,885	6,861	7,292	8,228	5,934	7,540	49,258	0.9%	
Gansevoort at Washington	15,138	12,971	14,562	15,551	28,653	20,683	26,299	133,857	35.3%	-2.6%
W 14th St at Washington	7,887	8,016	8,351	8,074	9,492	8,029	10,663	60,513	8.2%	23.2%
W 13th St at Gansevoort	12,070	11,586	12,136	13,188	17,890	12,343	14,433	93,647	15.2%	34.8%
W16th St at 9th Ave	22,318	25,233	32,010	26,926	28,381	27,826	31,060	193,755	44.1%	15.5%
W 14th St at 10th Ave	1,488	1,505	1,685	1,607	2,062	2,114	2,855	13,316	37.1%	-23.2%
W 13th St at 10th Ave	5,410	5,096	5,065	5,482	8,461	8,119	14,043	51,676	48.1%	13.1%
W 15th St at 8th Ave	35,195	47,167	57,962	57,383	48,715	37,303	38,680	322,406	24.5%	22.2%
Gansevoort OS	8,379	9,087	10,251	10,579	16,011	14,114	16,326	84,747	15.2%	-100.0%
LW 12 OS	1,816	2,226	2,067	1,970	3,000	2,743	3,650	17,471	14.6%	-100.0%
9th Ave	11,779	11,966	10,781	12,357	16,312	13,363	17,708	94,265	1.5%	
10th Ave Crossing @ 14	3,721	3,884	3,658	2,989	5,258	4,586	7,365	31,460	23.2%	
Total	142,710	156,514	176,455	175,332	209,413	170,268	207,367	1,238,059	22.7%	17.9%

*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	2,569	32.3%	-0.3%
Morning	47,239	30.6%	19.7%
Afternoon	67,385	27.2%	16.6%
Evening	49,345	45.6%	24.6%
Late night	5,547	60.3%	7.9%
Total	172,085	33.8%	18.9%

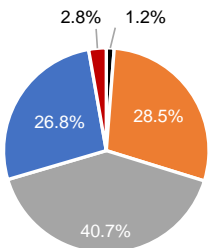
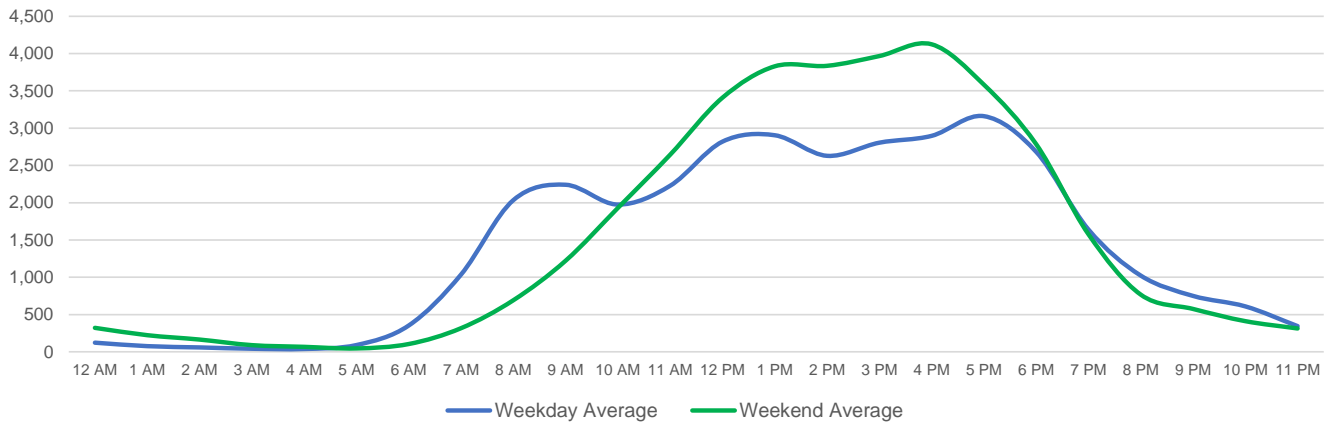


	Average Weekend	Month on Month %	Year on Year %
Early Morning	5,987	0.7%	-5.5%
Morning	33,585	-5.4%	21.8%
Afternoon	96,067	11.5%	18.6%
Evening	48,598	40.8%	14.9%
Late night	4,580	1.6%	-24.3%
Total	188,818	12.9%	15.4%

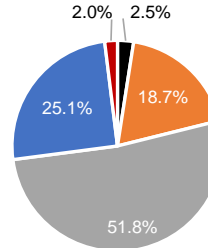
Day Parts are calculated using the following time periods:

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	427	11.7%	-64.2%
Morning	9,862	23.2%	-22.9%
Afternoon	14,053	23.8%	-26.8%
Evening	9,255	41.5%	-18.8%
Late night	954	38.5%	-37.6%
Total	34,551	28.1%	-25.2%



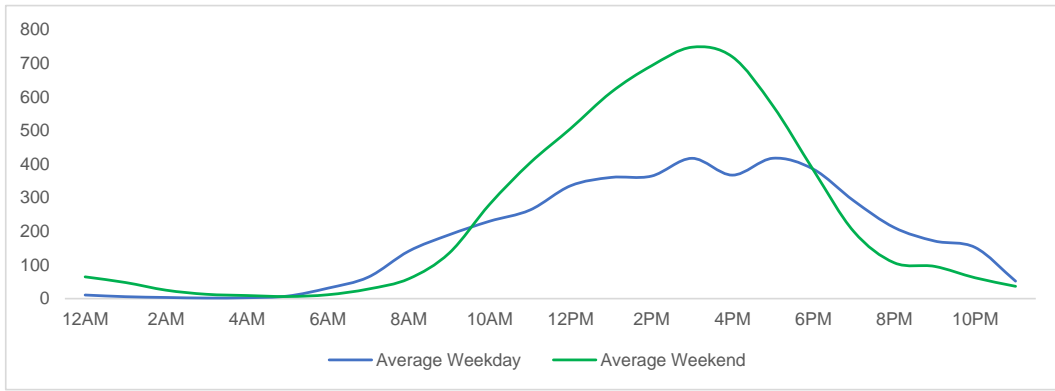
	Average Weekend	Month on Month %	Year on Year %
Early Morning	910	-17.5%	-68.3%
Morning	6,903	-5.7%	-19.5%
Afternoon	19,164	7.1%	-21.6%
Evening	9,287	34.5%	-24.7%
Late night	724	-22.5%	-64.9%
Total	36,988	8.3%	-27.1%

Day Parts are calculated using the following time periods:

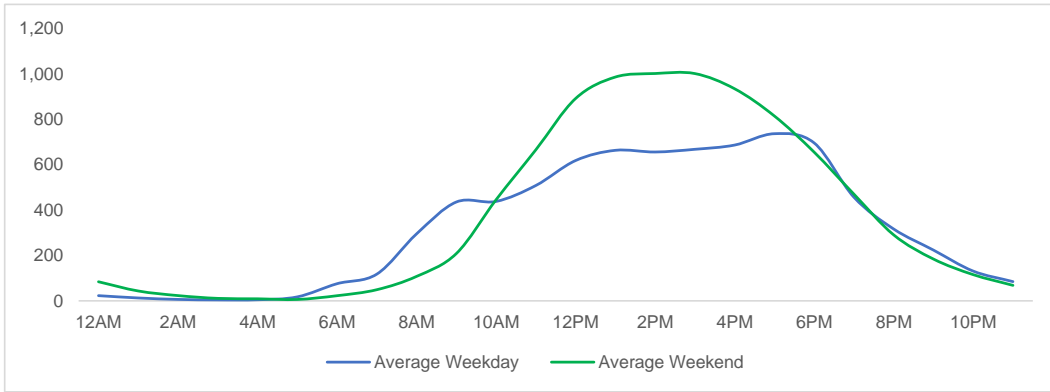
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

Location Group - Average Daily Pedestrians

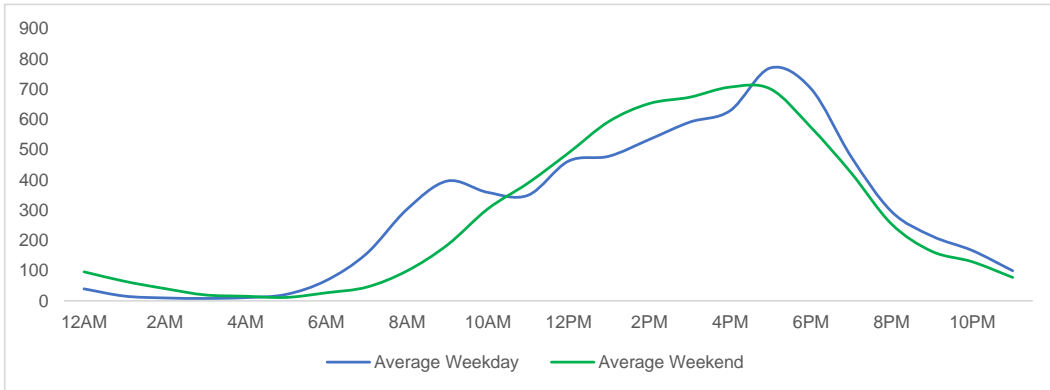
Gansevoort Plaza



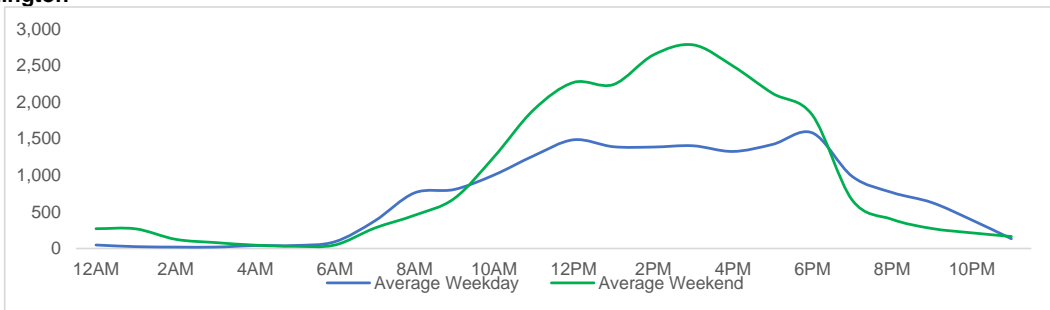
Chelsea Triangle



14th St Square

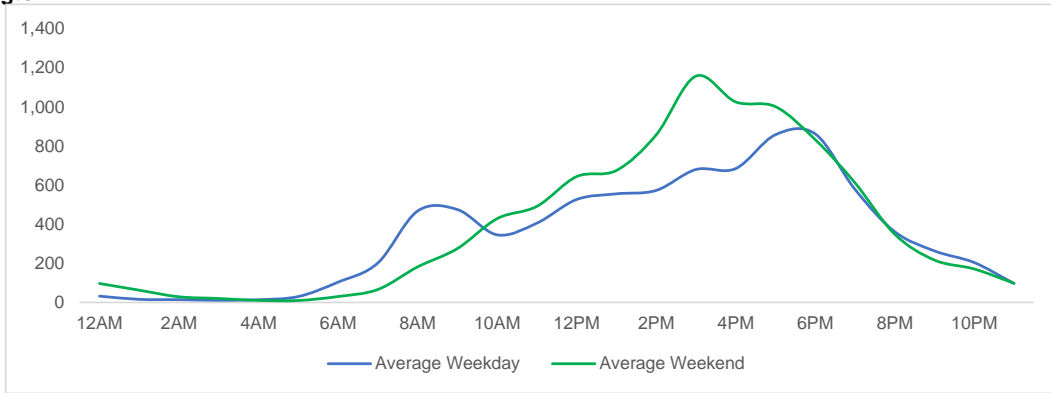


Gansevoort at Washington

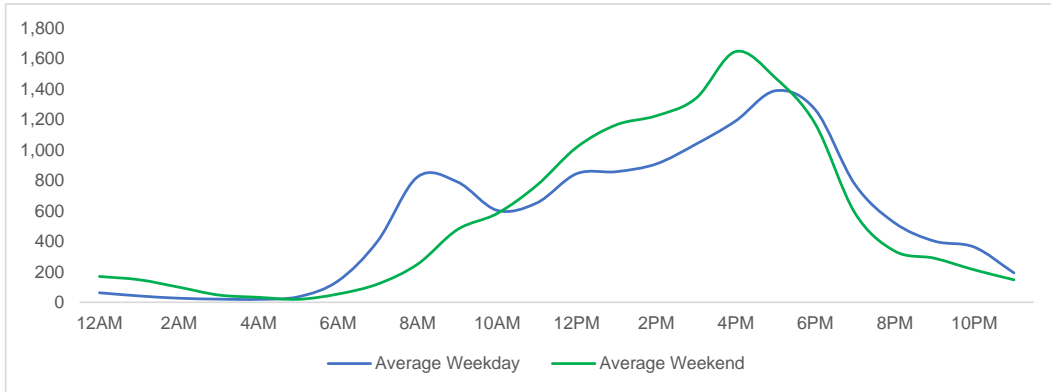


Location Group - Average Daily Pedestrians (cont.)

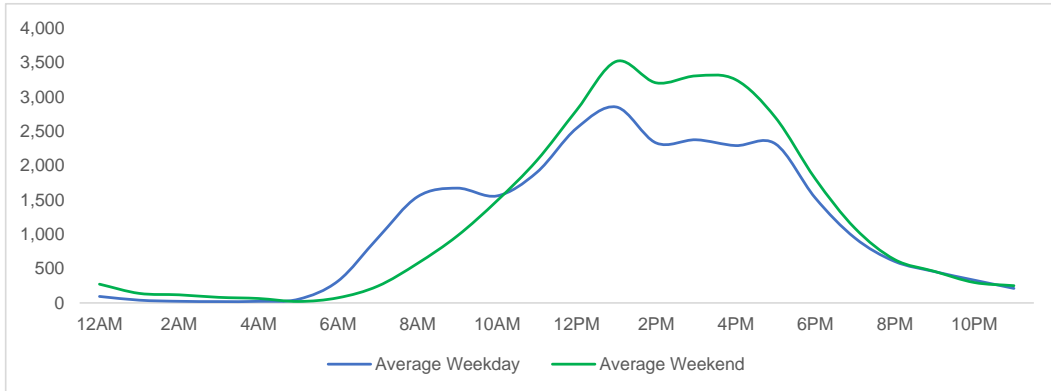
W 14th St at Washington



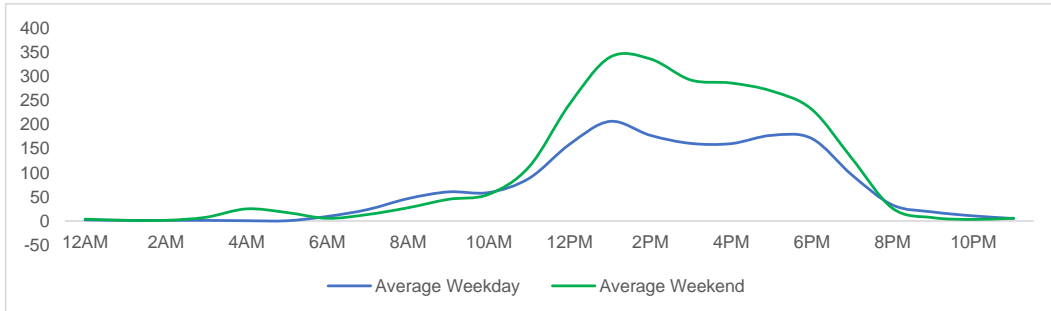
W 13th St at Gansevoort



W16th St at 9th Ave

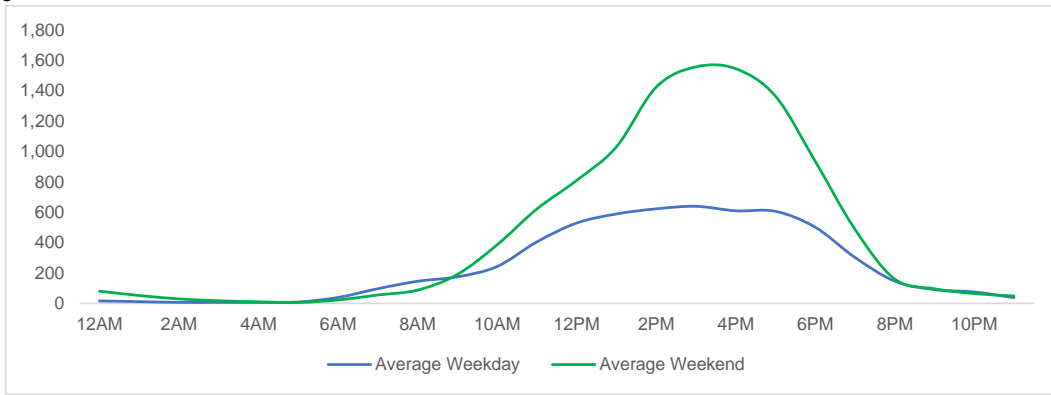


W 14th St at 10th Ave

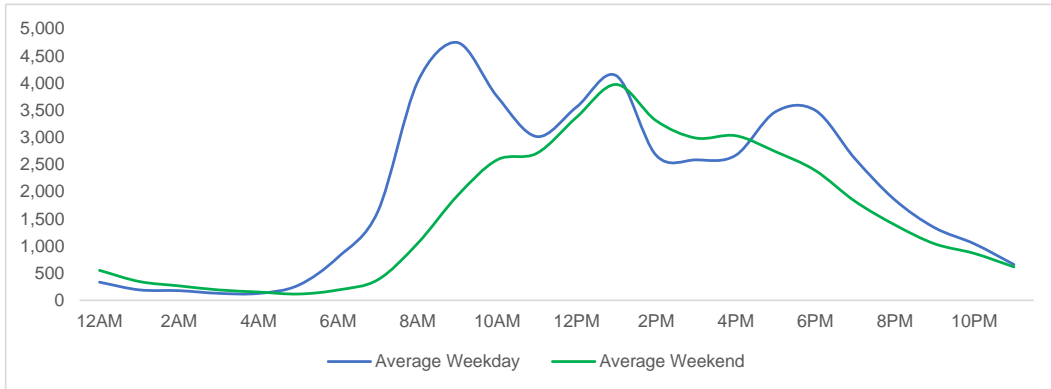


Location Group - Average Daily Pedestrians (cont.)

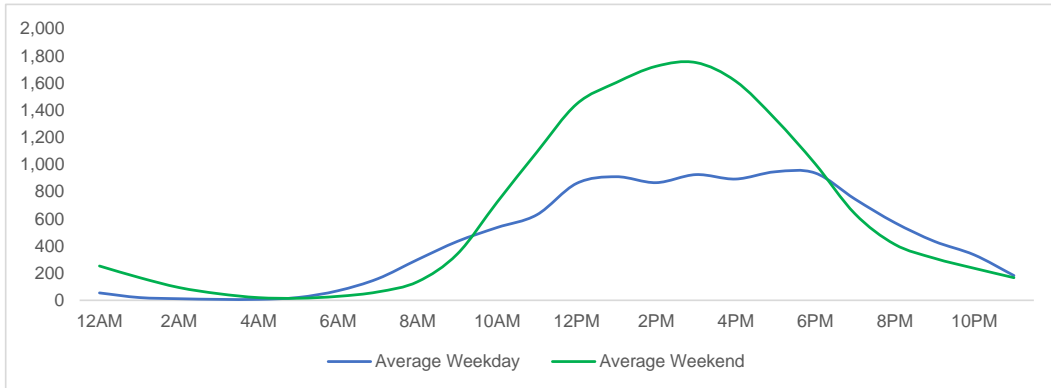
W 13th St at 10th Ave



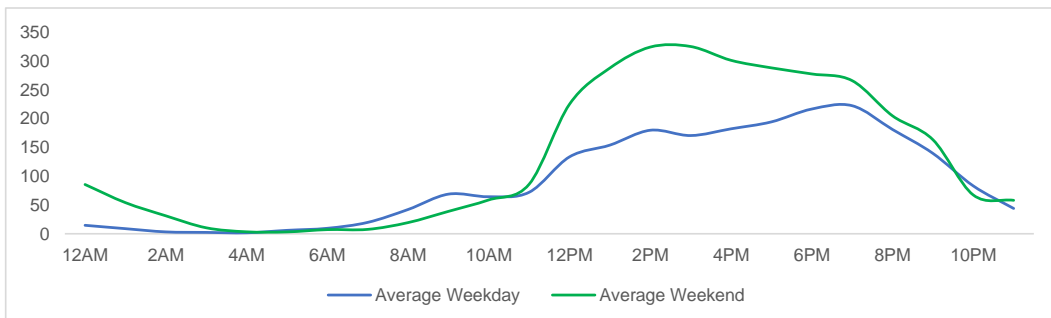
W 15th St at 8th Ave



Gansevoort OS

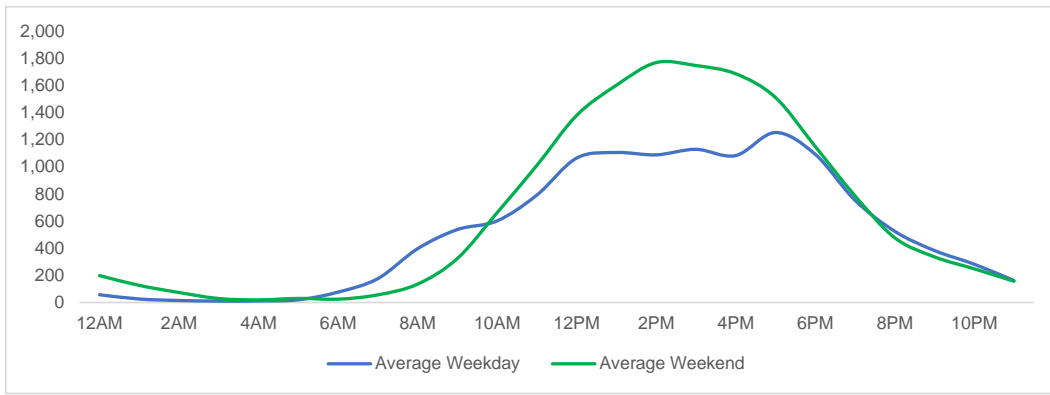


LW 12 OS

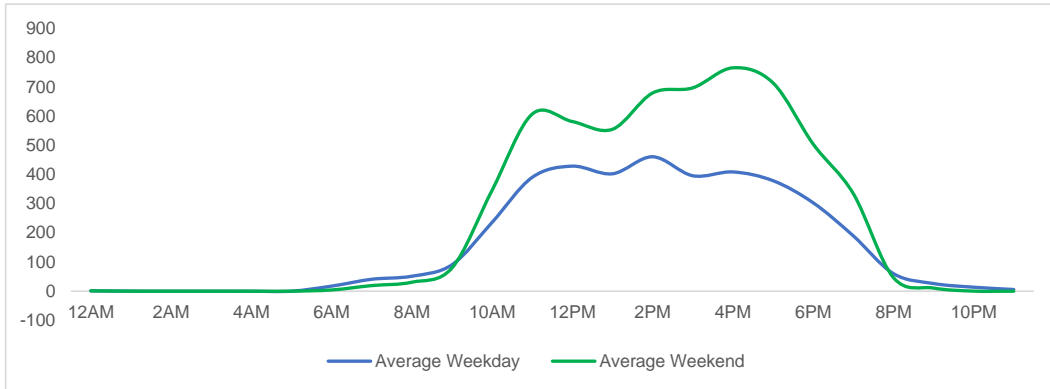


Location Group - Average Daily Pedestrians (cont.)

9th Ave



10th Ave Crossing @ 14



Weather

	Max Temp (F)			
This Year	71	15	17	3
Last Year	68.72	10	18	6

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