

## 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
<b>Total Movements</b>	<b>5,432,814</b>	<b>5,313,424</b>	<b>29,848</b>	<b>2.2%</b>	<b>4,554,888</b>	<b>-89,977</b>	<b>-2.6%</b>
<b>District Entry</b>	<b>1,041,947</b>	<b>1,006,535</b>	<b>8,853</b>	<b>3.5%</b>	<b>1,050,239</b>	<b>6,305</b>	<b>0.9%</b>
<b>Gansevoort Plaza</b>	<b>126,052</b>	<b>119,392</b>	<b>1,665</b>	<b>5.6%</b>	<b>53,056</b>		<i>* not Like-for-Like</i>
<b>Chelsea Triangle</b>	<b>251,370</b>	<b>251,076</b>	<b>74</b>	<b>0.1%</b>	<b>677,128</b>		<i>* not Like-for-Like</i>
<b>14th St Square</b>	<b>252,546</b>	<b>250,575</b>	<b>493</b>	<b>0.8%</b>	<b>72,633</b>		<i>* not Like-for-Like</i>
<b>W 14th St at 10th Ave</b>	<b>66,938</b>	<b>67,002</b>	<b>-16</b>	<b>-0.1%</b>	<b>188,040</b>		<i>* not Like-for-Like</i>
<b>US Downtown Index</b>				<b>2.9%</b>			<b>7.5%</b>
<b>New York Index</b>				<b>4.6%</b>			<b>5.4%</b>

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

### Key Stats

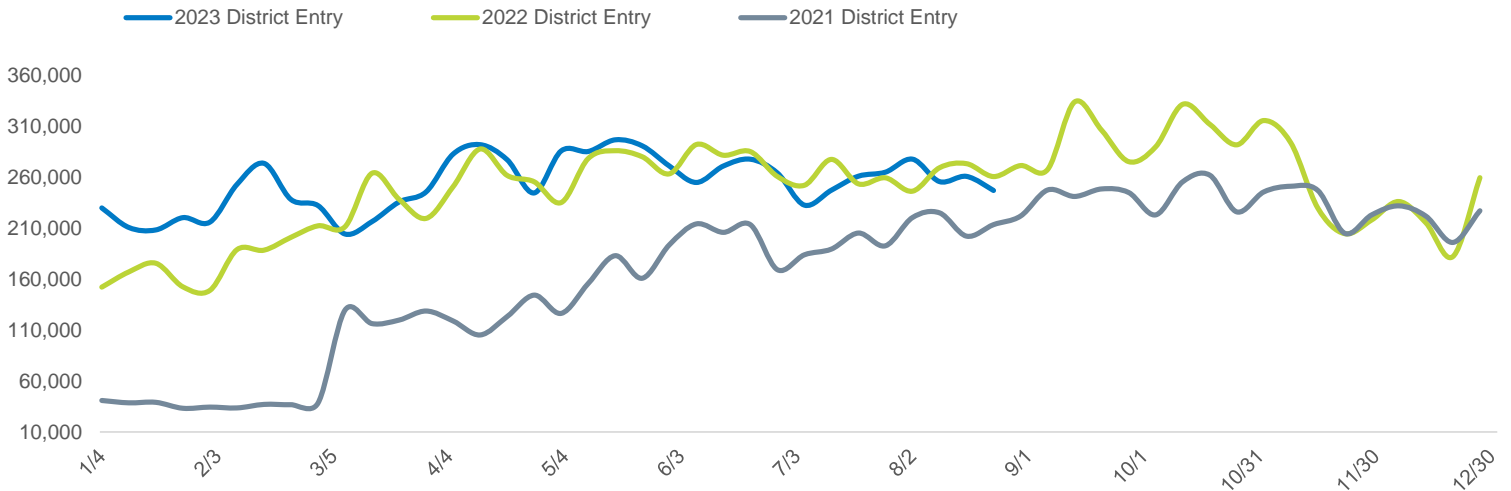
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 285,308 visits.

The busiest day at Meatpacking District Entry this month was Saturday and the busiest hour this month was 2 PM on Saturday.

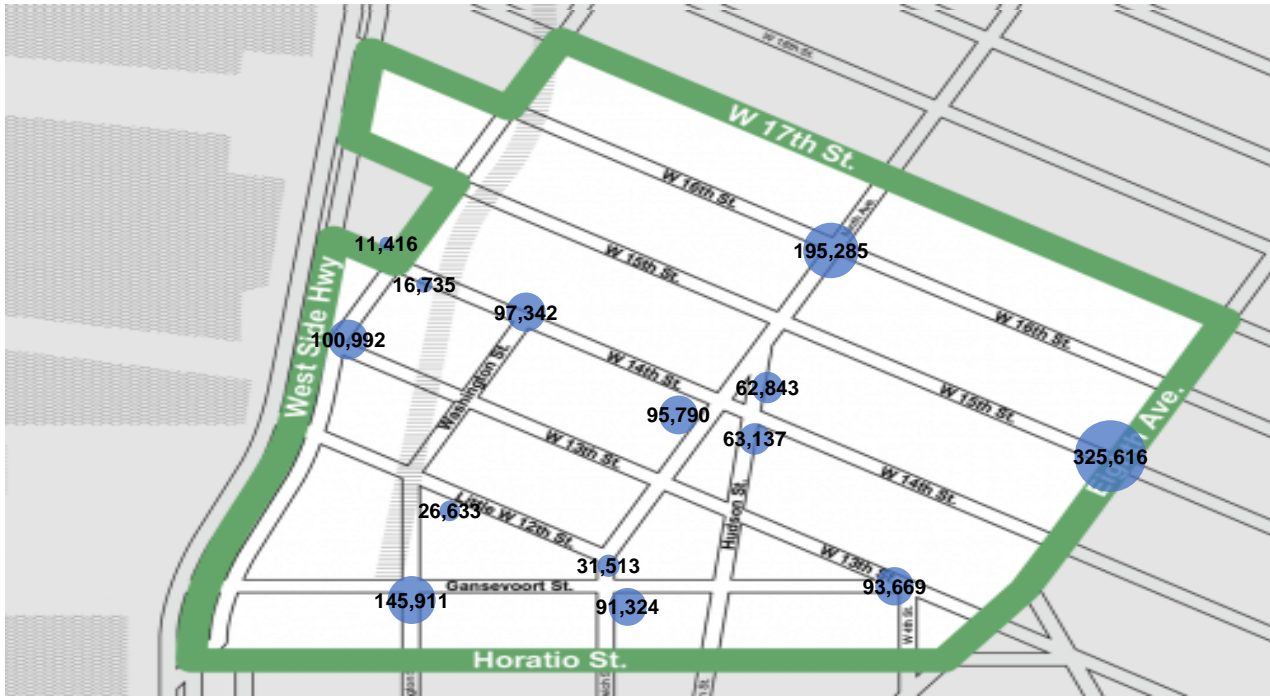
### District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	<b>32,975</b>	<b>37,600</b>	<b>37,954</b>	<b>34,689</b>	<b>38,865</b>	<b>42,085</b>	<b>36,319</b>	<b>260,487</b>
Previous month	<b>33,573</b>	<b>32,107</b>	<b>37,247</b>	<b>37,635</b>	<b>36,679</b>	<b>40,931</b>	<b>33,463</b>	<b>251,634</b>
Last Year	<b>31,335</b>	<b>35,121</b>	<b>37,044</b>	<b>37,294</b>	<b>40,179</b>	<b>43,746</b>	<b>37,842</b>	<b>262,560</b>
Month on month variance (LFL)	<b>254</b>	<b>3,895</b>	<b>341</b>	<b>-1,648</b>	<b>1,820</b>	<b>1,192</b>	<b>1,862</b>	<b>7,715</b>
Month on month % (LFL)	<b>1.2%</b>	<b>18.6%</b>	<b>1.4%</b>	<b>-6.6%</b>	<b>7.7%</b>	<b>4.7%</b>	<b>8.9%</b>	<b>4.8%</b>
Year on year variance (LFL)	<b>1,320</b>	<b>1,071</b>	<b>694</b>	<b>-1,291</b>	<b>-490</b>	<b>228</b>	<b>44</b>	<b>1,576</b>
Year on year % (LFL)	<b>6.5%</b>	<b>4.5%</b>	<b>2.8%</b>	<b>-5.2%</b>	<b>-1.9%</b>	<b>0.9%</b>	<b>0.2%</b>	<b>0.9%</b>

### District Entry Annual Trend - Weekly Totals



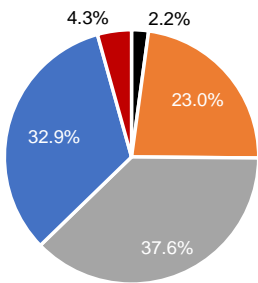
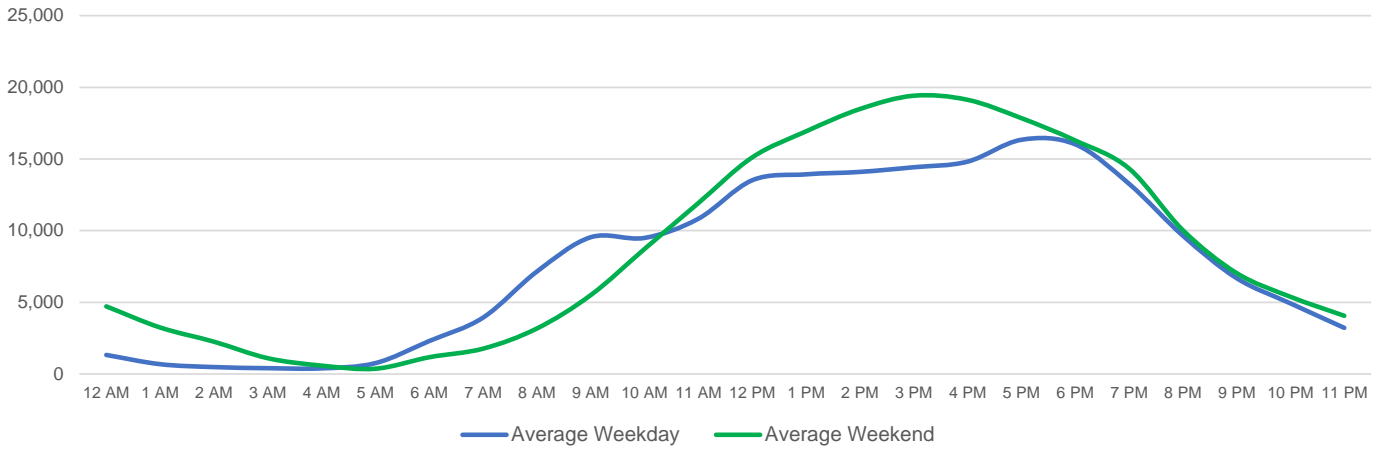
## Average Weekly Pedestrians by Location Group



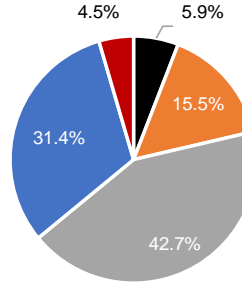
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	3,781	4,525	4,527	3,944	5,383	5,387	3,967	31,513	5.6%	
Chelsea Triangle	8,258	9,303	8,824	8,439	9,213	10,041	8,765	62,843	0.1%	
14th St Square	8,153	9,439	9,797	8,786	9,105	9,695	8,162	63,137	0.8%	
Gansevoort at Washington	16,807	17,024	20,986	16,911	23,137	27,074	23,973	145,911	3.3%	-25.5%
W 14th St at Washington	11,723	13,598	14,168	12,775	14,246	16,480	14,353	97,342	1.1%	-6.4%
W 13th St at Gansevoort	11,683	13,128	14,079	12,924	14,465	15,056	12,335	93,669	6.8%	8.6%
W16th St at 9th Ave	24,583	28,548	27,942	26,625	28,492	31,616	27,480	195,285	0.9%	2.8%
W 14th St at 10th Ave	2,120	2,369	2,138	2,404	2,327	3,181	2,196	16,735	-0.1%	-64.4%
W 13th St at 10th Ave	10,669	10,947	12,586	10,324	14,754	23,128	18,585	100,992	3.5%	3.3%
W 15th St at 8th Ave	44,557	51,634	51,120	48,588	50,791	42,766	36,161	325,616	1.8%	7.4%
Gansevoort OS	9,457	10,581	12,249	11,084	14,847	17,967	15,140	91,324	0.9%	
LW 12 OS	2,854	3,498	4,003	3,752	4,078	4,601	3,848	26,633	12.5%	
9th Ave	11,427	12,873	13,142	12,536	14,444	17,218	14,150	95,790	-0.8%	
10th Ave Crossing @ 14	1,353	1,725	1,588	1,395	1,475	2,029	1,852	11,416	20.3%	
<b>Total</b>	<b>167,424</b>	<b>189,188</b>	<b>197,148</b>	<b>180,487</b>	<b>206,756</b>	<b>226,236</b>	<b>190,966</b>	<b>1,358,204</b>	<b>2.2%</b>	<b>-2.6%</b>

\*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	4,052	-0.7%	8.3%
Morning	43,250	-0.5%	-2.3%
Afternoon	70,780	11.3%	-1.3%
Evening	61,975	-5.3%	-2.0%
Late night	8,143	-13.8%	-5.3%
<b>Total</b>	<b>188,200</b>	<b>1.2%</b>	<b>-1.7%</b>

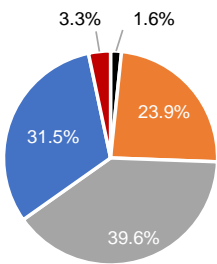
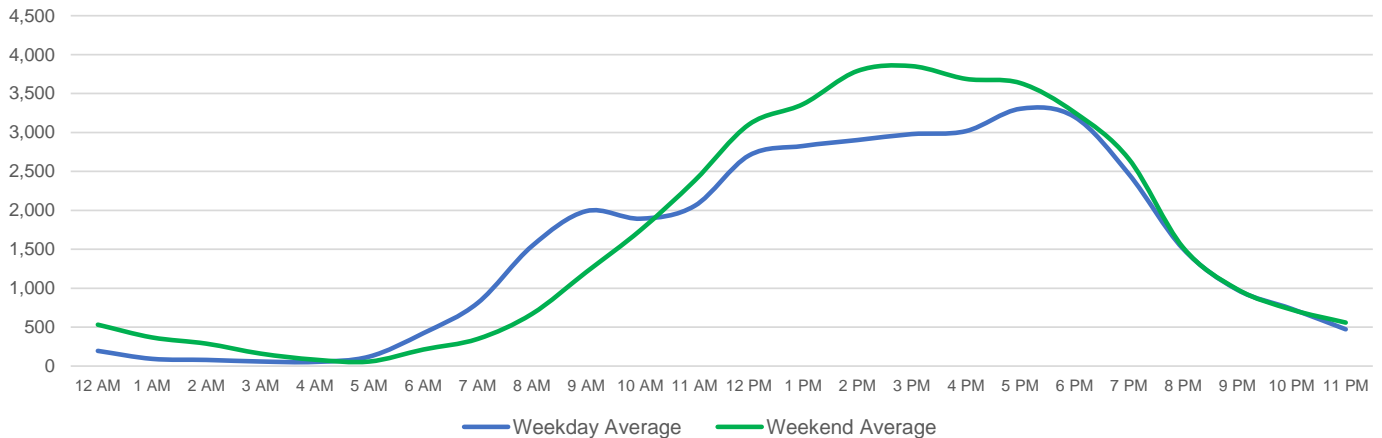


	Average Weekend	Month on Month %	Year on Year %
Early Morning	12,266	-6.4%	24.3%
Morning	32,263	10.9%	1.1%
Afternoon	89,067	4.5%	-11.6%
Evening	65,560	3.6%	-3.0%
Late night	9,444	-1.7%	-1.0%
<b>Total</b>	<b>208,601</b>	<b>4.3%</b>	<b>-4.9%</b>

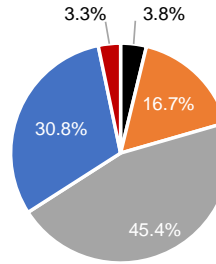
Day Parts are calculated using the following time periods:

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	599	2.5%	-69.4%
Morning	8,714	2.3%	-31.9%
Afternoon	14,431	9.2%	-29.4%
Evening	11,464	-3.2%	-32.3%
Late night	1,208	-6.2%	-50.0%
<b>Total</b>	<b>36,417</b>	<b>2.7%</b>	<b>-33.4%</b>



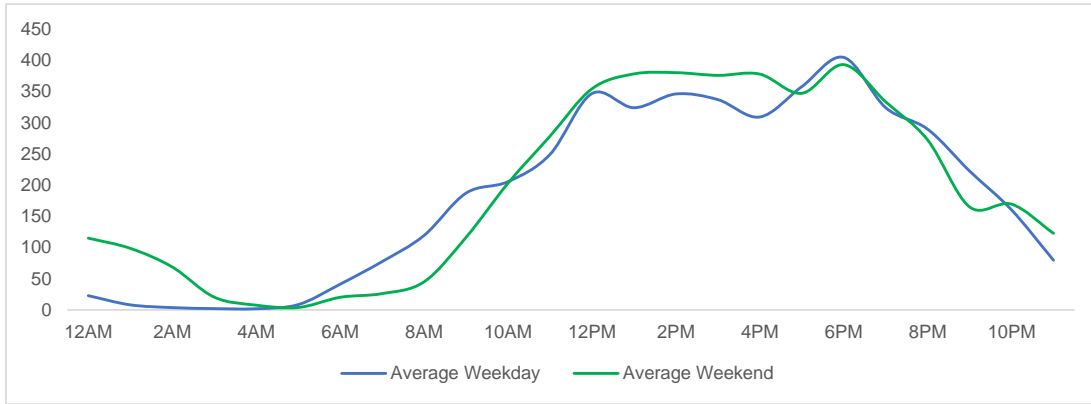
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,487	-6.2%	-59.4%
Morning	6,563	11.0%	-28.1%
Afternoon	17,799	5.1%	-39.3%
Evening	12,070	4.6%	-40.6%
Late night	1,284	4.5%	-45.7%
<b>Total</b>	<b>39,202</b>	<b>5.4%</b>	<b>-39.6%</b>

Day Parts are calculated using the following time periods:

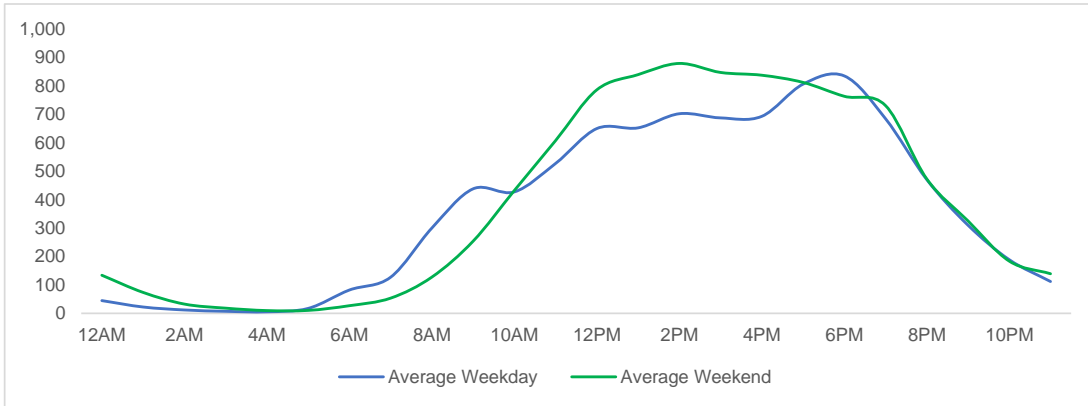
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

# Location Group - Average Daily Pedestrians

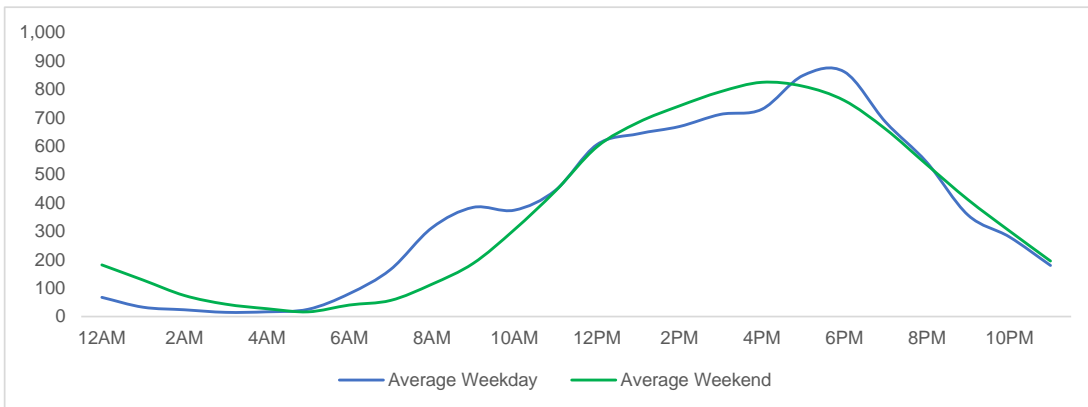
## Gansevoort Plaza



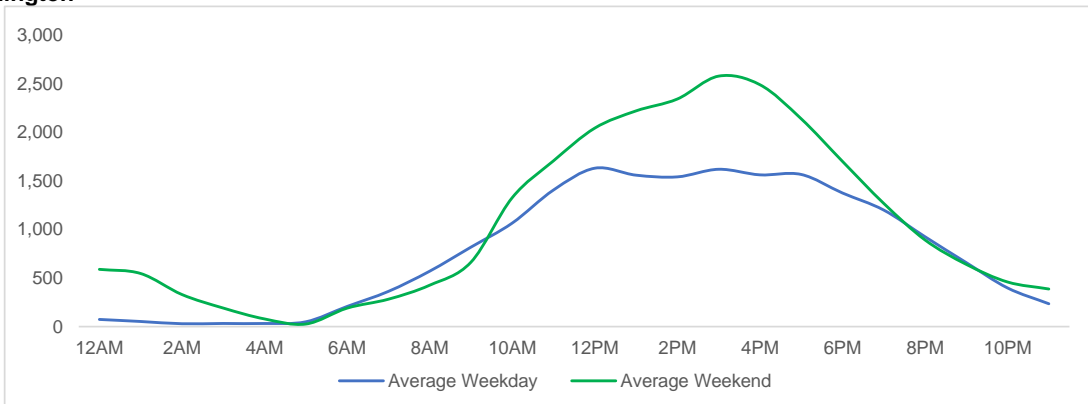
## Chelsea Triangle



## 14th St Square

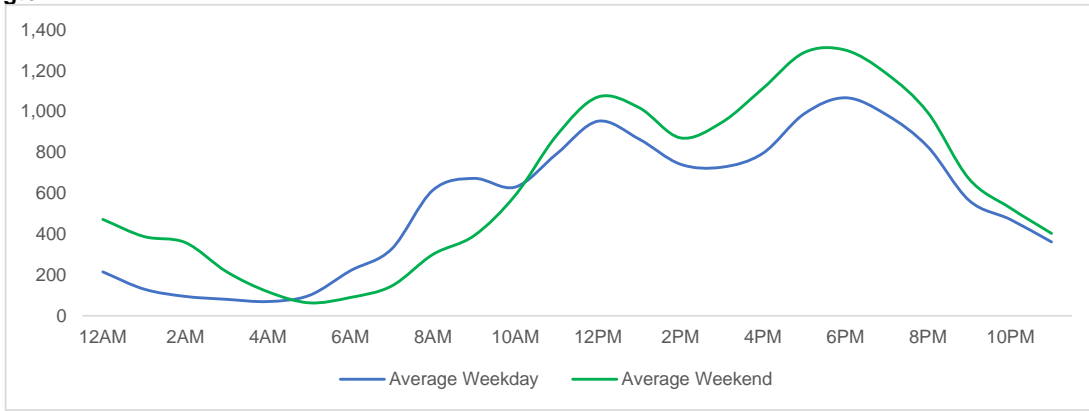


## Gansevoort at Washington

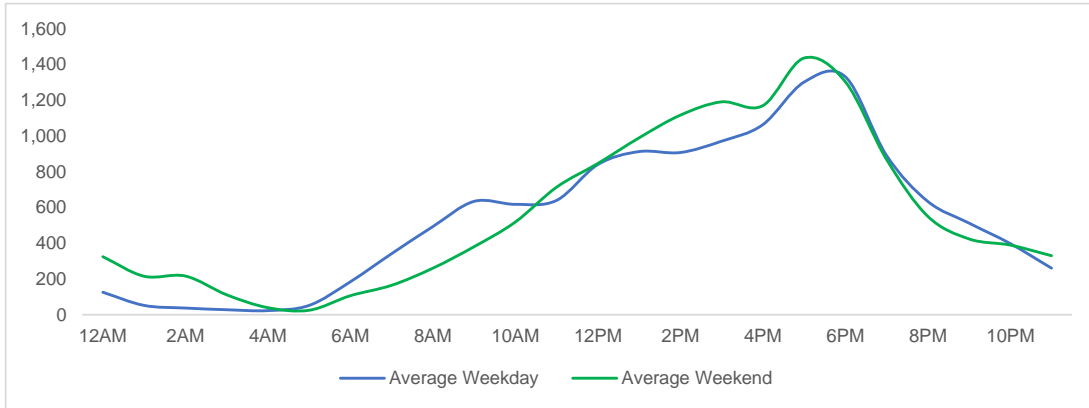


# Location Group - Average Daily Pedestrians (cont.)

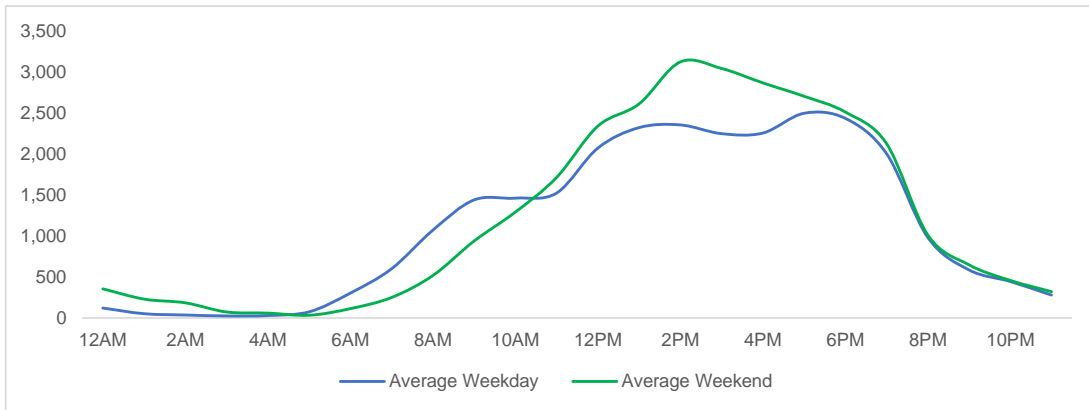
## W 14th St at Washington



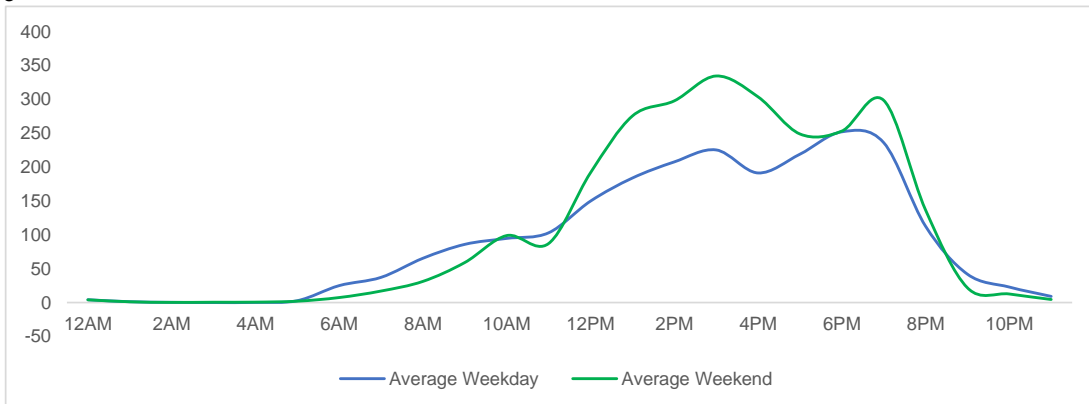
## W 13th St at Gansevoort



## W16th St at 9th Ave

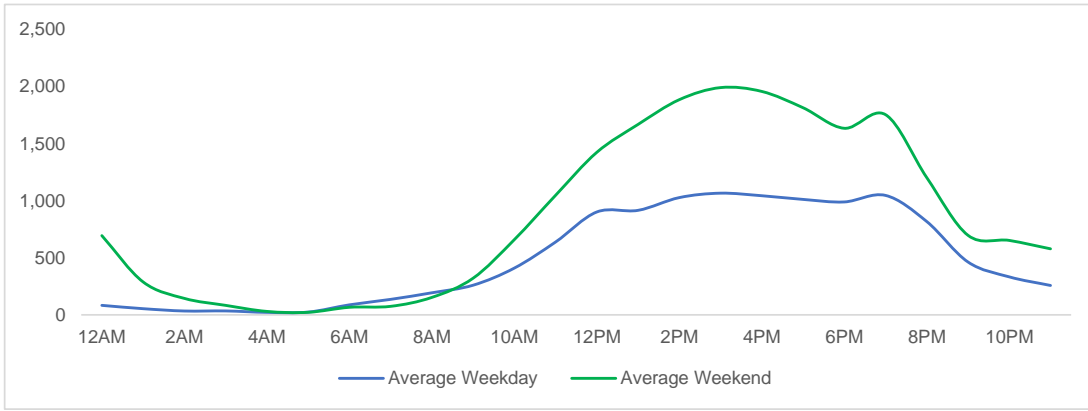


## W 14th St at 10th Ave

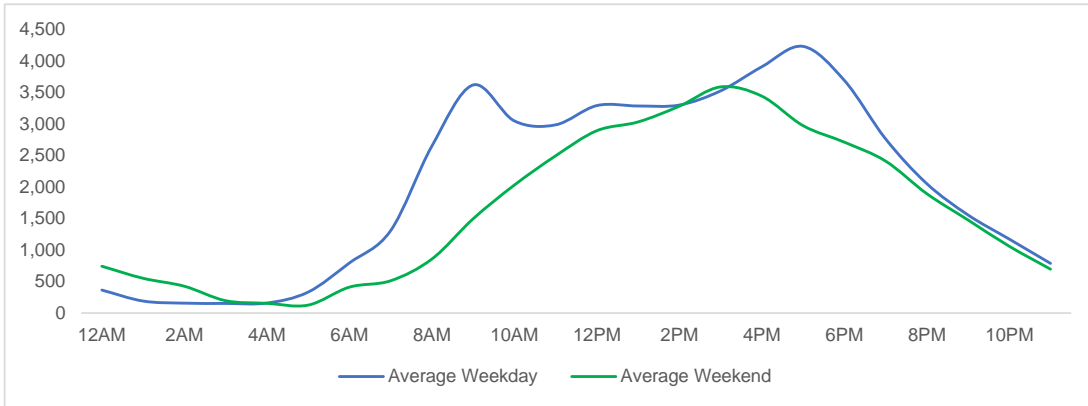


# Location Group - Average Daily Pedestrians (cont.)

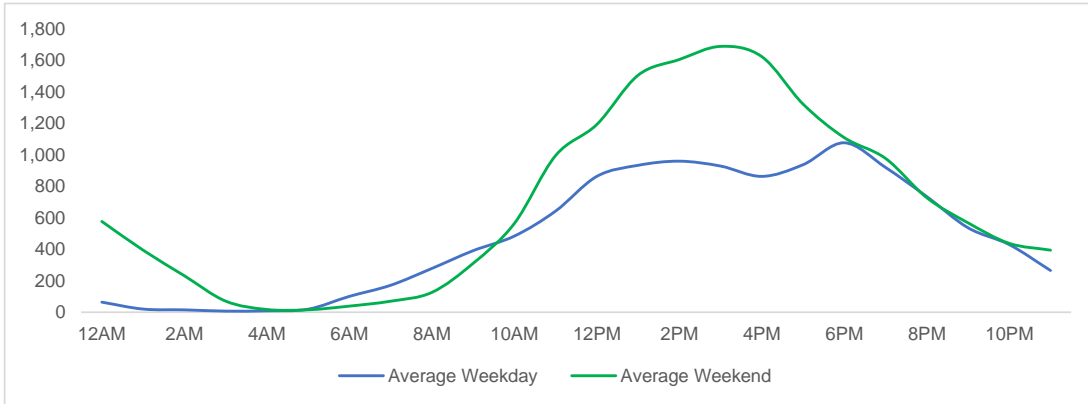
## W 13th St at 10th Ave



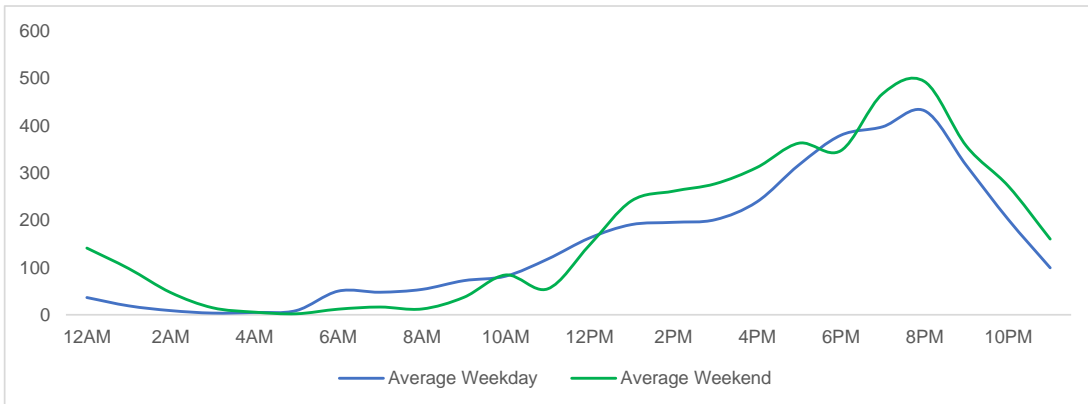
## W 15th St at 8th Ave



## Gansevoort OS

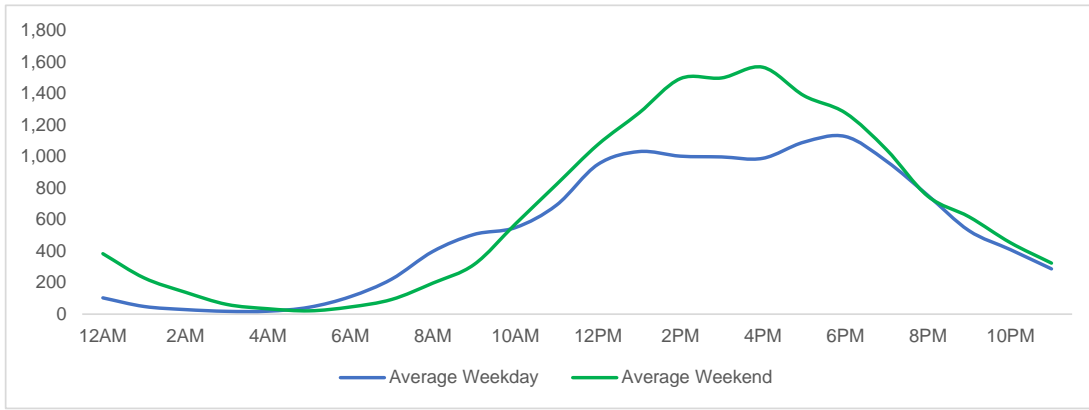


## LW 12 OS

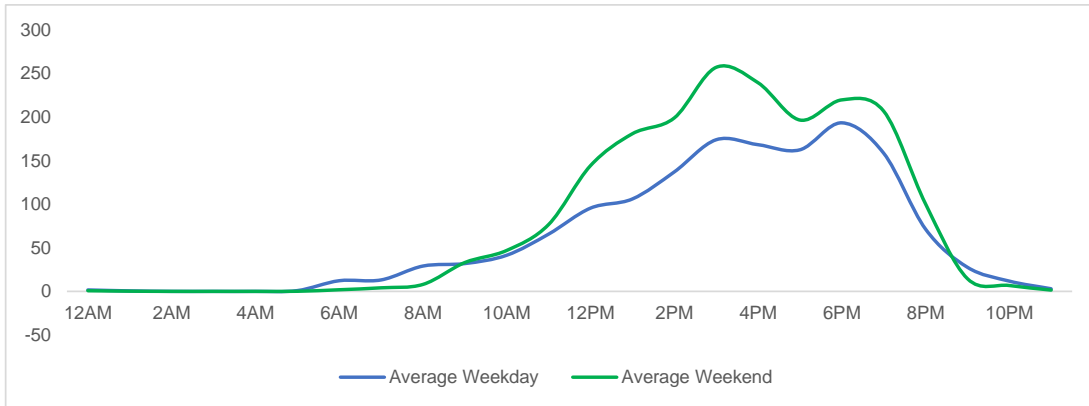


Location Group - Average Daily Pedestrians (cont.)



9th Ave



10th Ave Crossing @ 14



Weather

	Max Temp (F)			
This Year	<b>87</b>	<b>9</b>	<b>19</b>	<b>0</b>
Last Year	<b>96.8</b>	<b>2</b>	<b>23</b>	<b>3</b>

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