

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	5,020,190	5,828,346	-202,039	-13.9%	4,473,889	546,301	12.2%
District Entry	974,427	1,158,815	-46,097	-15.9%	913,803	60,624	6.6%
Gansevoort Plaza	138,786	40,856	24,483	239.7%	142,550	-3,764	-2.6%
Chelsea Triangle	1,177,917	1,378,099	-50,046	-14.5%	925,569	252,348	27.3%
Chelsea Square	170,391	140,451	7,485	21.3%	210,177	-39,786	-18.9%
US Downtown Index				-5.6%			12.1%
New York Index				-4.5%			10.9%

*MoM and YoY variances are calculated using weekly averages.

Key Stats

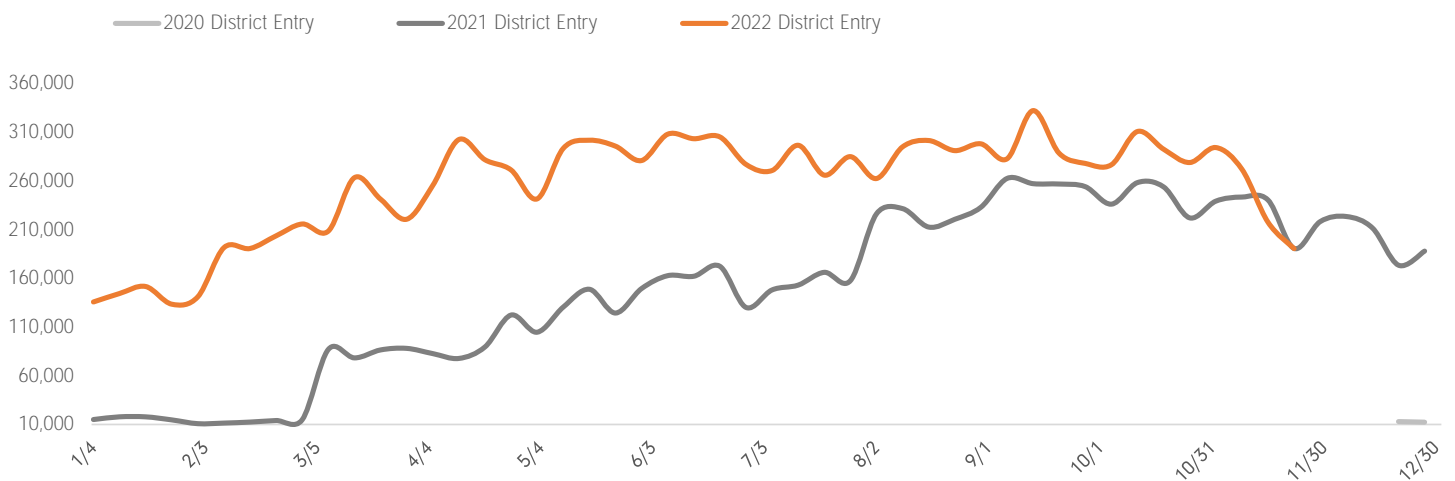
The busiest entry point in Meatpacking District this month was W 15th St at 8th Ave with a total of 308,282 visits.

The busiest day at Meatpacking District Entry this month was Saturday and the busiest hour this month was 3 PM on Saturday.

District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	34,693	29,313	36,617	33,450	32,940	46,204	30,391	243,607
Previous month	31,407	31,302	41,070	43,582	50,619	52,101	39,623	289,704
Last Year	30,585	30,956	32,892	30,464	32,098	38,121	33,335	228,451
Month on month variance	3,286	-1,989	-4,454	-10,132	-17,679	-5,897	-9,233	-46,097
Month on month %	10.5%	-6.4%	-10.8%	-23.2%	-34.9%	-11.3%	-23.3%	-15.9%
Year on year variance (LFL)	4,108	-1,643	3,725	2,986	842	8,083	-2,944	15,156
Year on year % (LFL)	13.4%	-5.3%	11.3%	9.8%	2.6%	21.2%	-8.8%	6.6%

District Entry Annual Trend - Weekly Totals



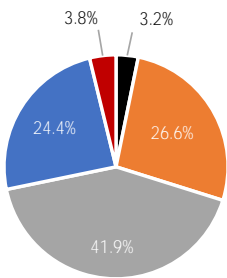
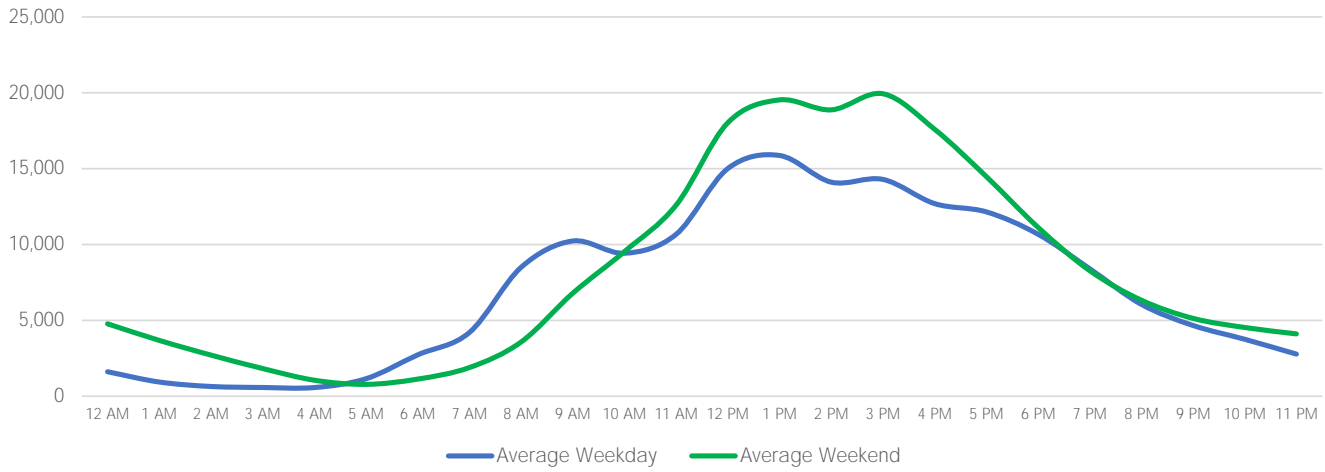
Average Weekly Pedestrians by Location Group



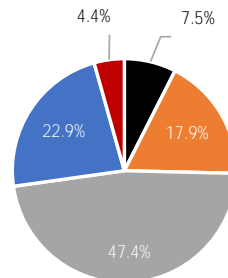
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	3,131	3,101	4,816	4,100	5,615	9,351	4,583	34,697	239.7%	-2.6%
Chelsea Triangle	41,026	37,427	30,256	43,816	33,532	64,839	43,584	294,479	-14.5%	27.3%
Chelsea Square	7,581	7,268	6,262	7,109	8,947	3,348	2,083	42,598	21.3%	-18.9%
Gansevoort at Washington	13,007	8,130	12,941	9,038	10,798	18,890	11,063	83,866	-22.1%	26.7%
W 14th St at Washington	8,247	8,552	8,305	8,145	8,714	12,836	7,815	62,614	-27.4%	8.6%
W 13th St at Gansevoort	11,754	7,598	12,915	11,150	9,392	15,153	11,223	79,185	-17.6%	5.8%
W16th St at 9th Ave	25,783	24,891	27,835	26,637	26,658	33,631	22,111	187,545	-11.6%	6.4%
W 14th St at 10th Ave	16,675	14,468	17,271	17,393	15,199	27,320	13,596	121,922	-23.9%	11.5%
W 13th St at 10th Ave	6,430	5,290	6,723	7,327	8,054	17,255	8,203	59,280	-27.0%	0.6%
W 15th St at 8th Ave	44,717	44,219	46,046	43,092	41,088	41,186	28,516	288,864	-10.7%	13.0%
Total	178,351	160,941	173,368	177,807	167,997	243,808	152,776	1,255,048	-13.9%	12.2%

*MoM and YoY variances are calculated using weekly averages.

Total Movements - Average Daily Pedestrians



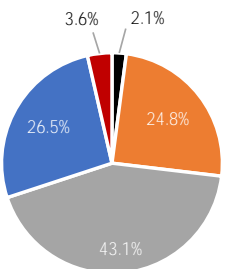
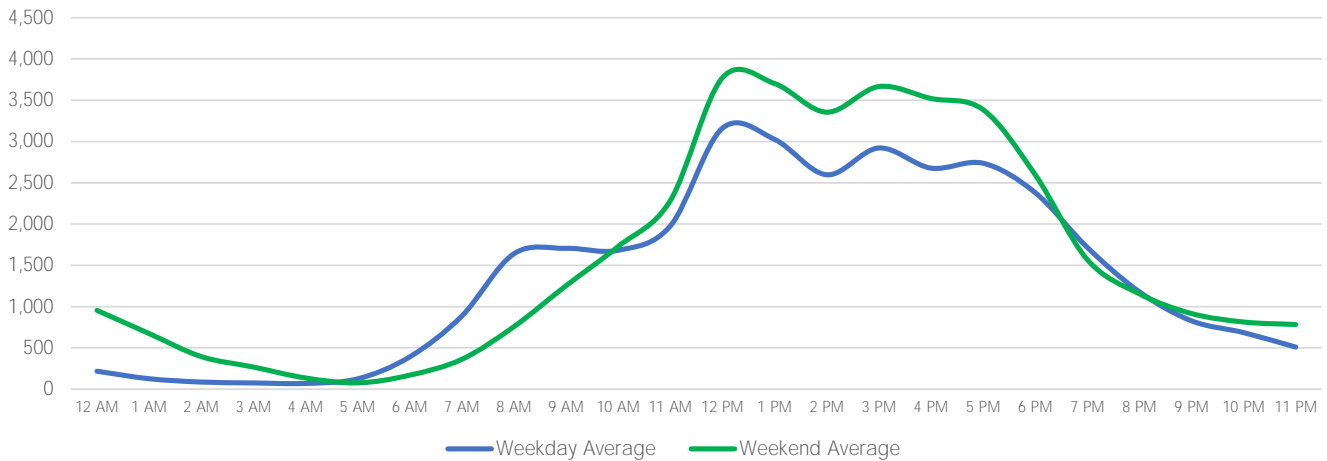
	Average Weekday	Month on Month %	Year on Year %
Early Morning	5,486	-23.0%	16.7%
Morning	45,747	-11.4%	12.4%
Afternoon	71,976	-6.1%	7.6%
Evening	41,955	-21.8%	15.4%
Late night	6,529	-21.5%	13.0%
Total	171,693	-13.0%	11.2%



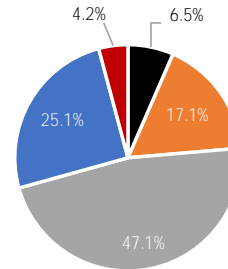
	Average Weekend	Month on Month %	Year on Year %
Early Morning	14,822	-17.9%	56.4%
Morning	35,508	-11.5%	7.3%
Afternoon	93,973	-12.0%	6.1%
Evening	45,353	-24.5%	25.5%
Late night	8,636	-14.6%	44.8%
Total	198,292	-15.7%	14.5%

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	697	-18.0%	-9.8%
Morning	8,282	-16.2%	11.9%
Afternoon	14,386	-8.8%	6.0%
Evening	8,843	-22.8%	6.1%
Late night	1,194	-27.3%	-9.3%
Total	33,402	-15.6%	6.4%

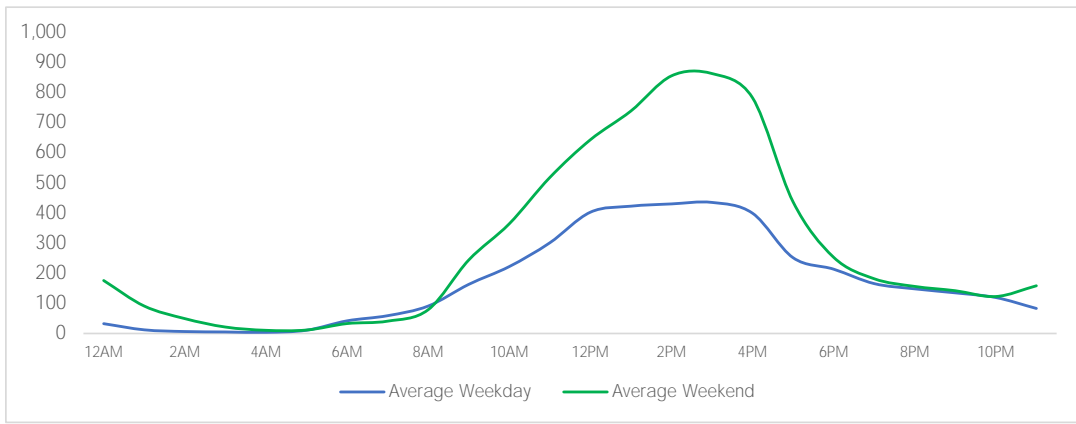


	Average Weekend	Month on Month %	Year on Year %
Early Morning	2,501	-25.1%	18.8%
Morning	6,553	-14.7%	2.3%
Afternoon	18,020	-11.8%	2.6%
Evening	9,628	-22.4%	17.6%
Late night	1,596	-20.3%	9.4%
Total	38,297	-16.5%	7.2%

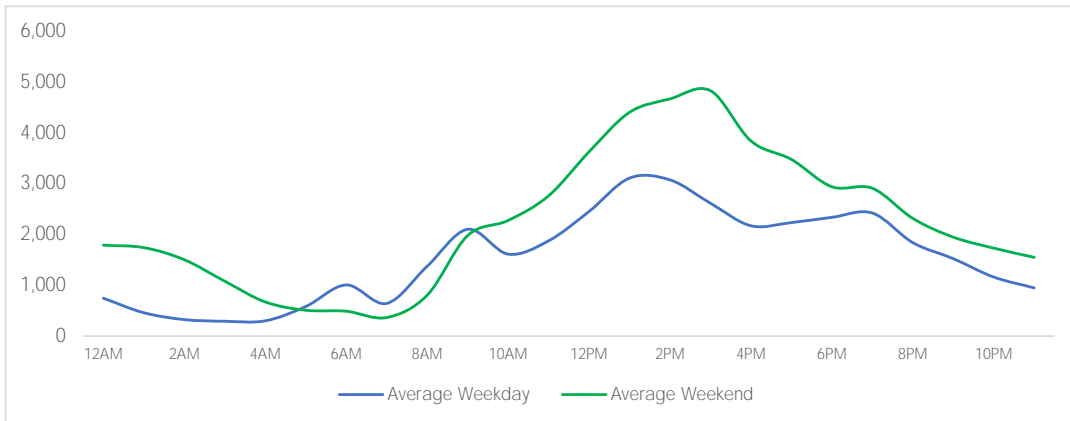
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Location Group - Average Daily Pedestrians

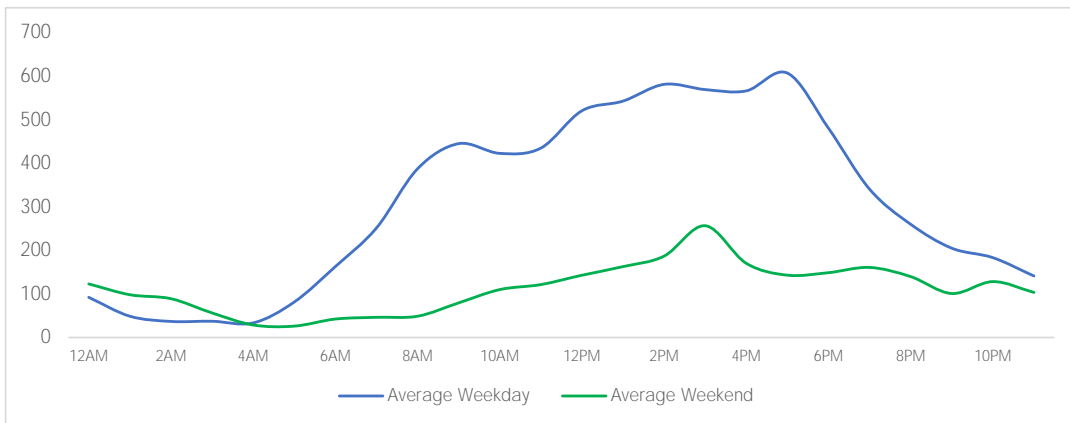
Gansevoort Plaza



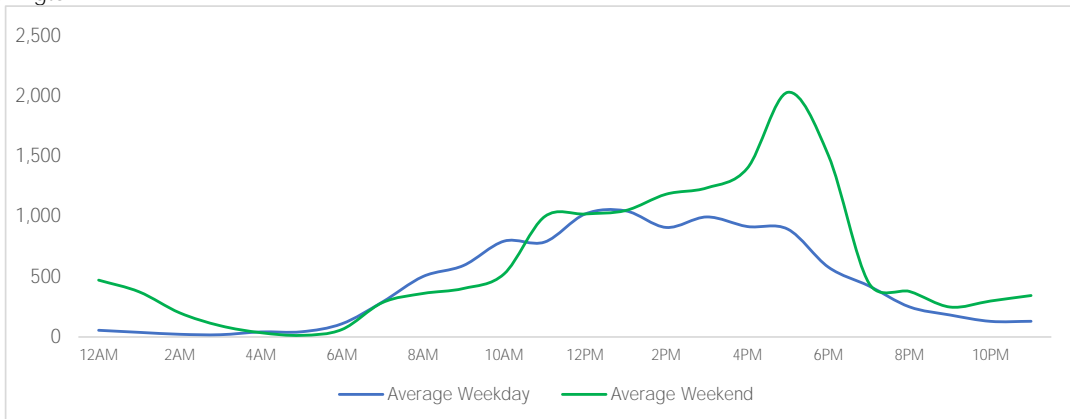
Chelsea Triangle



Chelsea Square

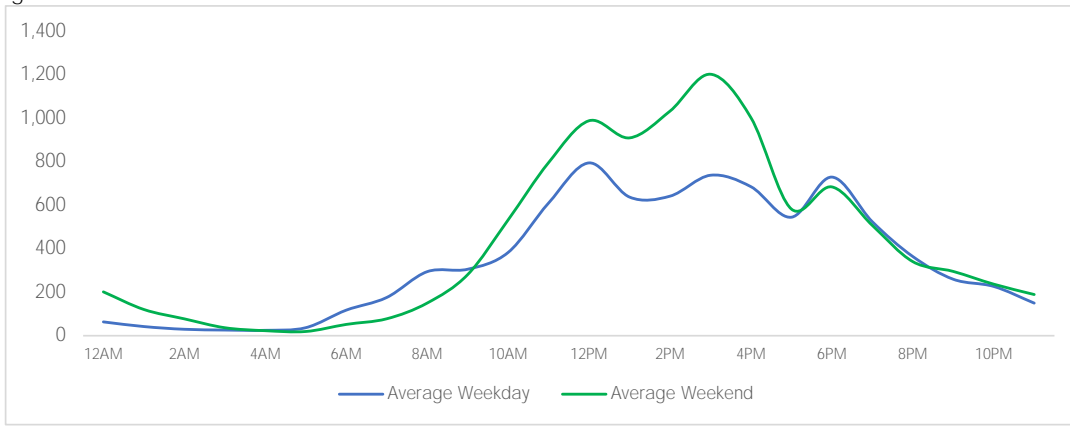


Gansevoort at Washington

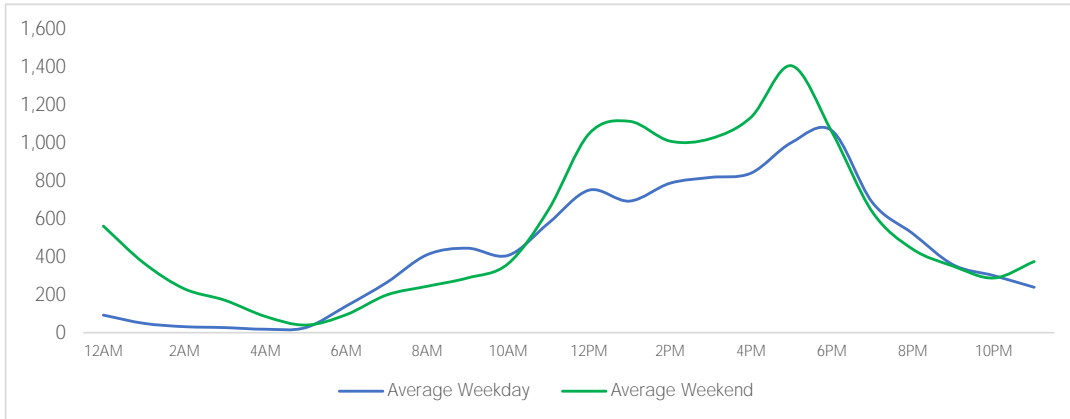


Location Group - Average Daily Pedestrians (cont.)

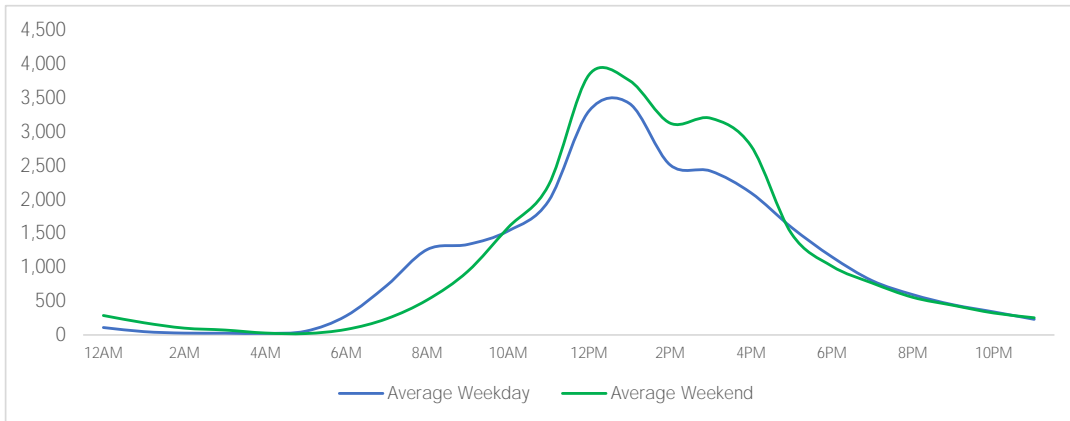
W 14th St at Washington



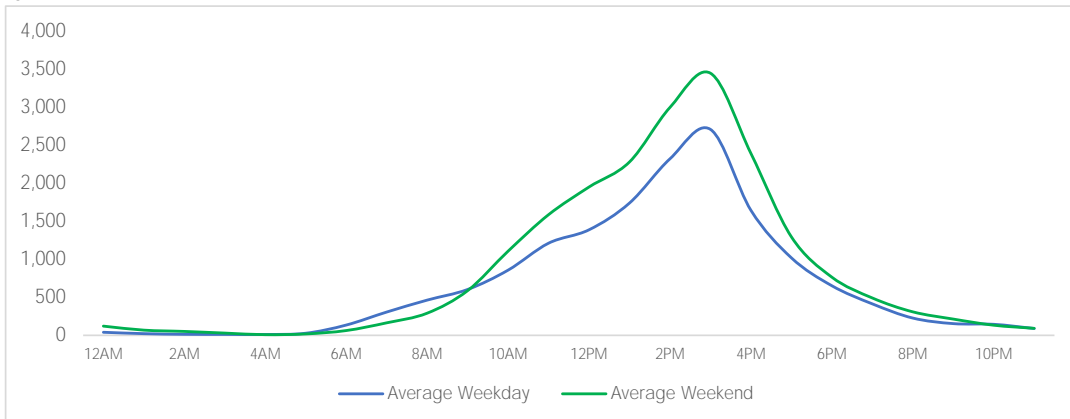
W 13th St at Gansevoort



W16th St at 9th Ave

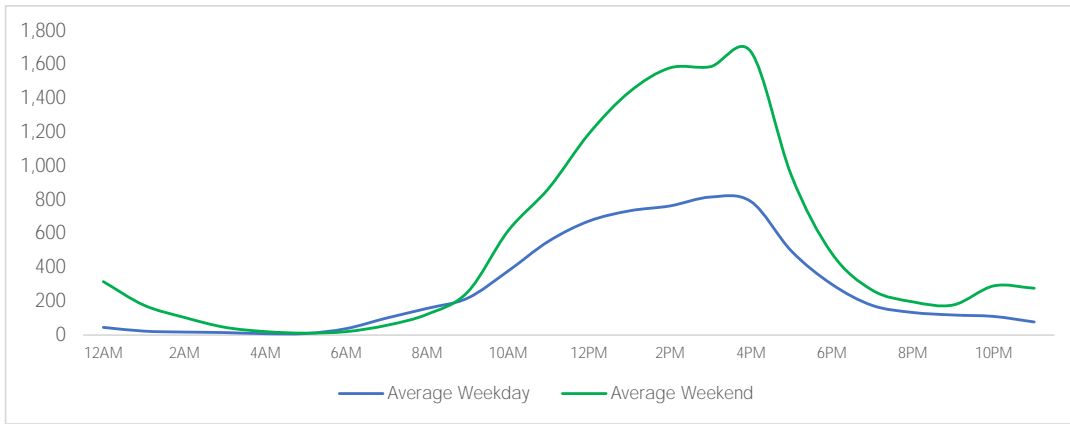


W 14th St at 10th Ave

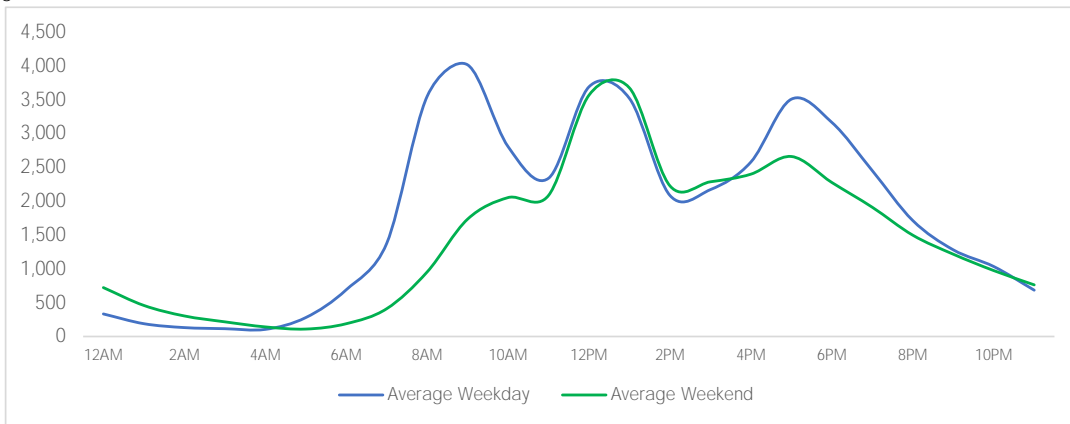


Location Group - Average Daily Pedestrians (cont.)




W 13th St at 10th Ave



W 15th St at 8th Ave



Weather

	Max Temp (F)			
This Year	77	16	10	2
Last Year	68	8	17	3

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