

Monthly Visitor Report Meatpacking District

Weeks this month = 4

Weeks last month = 5

Arrivals by Zone

	This Month	Previous Month	MoM Change	MoM % Change	Last Year	YoY Change	YoY % Change
Total Movements	6,686,100	8,084,968	54,531	3.4%	5,749,582	306,877	8.8%
District Entry	1,334,269	1,583,139	16,939	5.3%	1,104,825	85,659	11.6%
Gansevoort Plaza	236,584	268,316	5,483	10.2%	154,482		<i>* not Like-for-Like</i>
Chelsea Triangle	393,716	447,135	9,002	10.1%	265,640		<i>* not Like-for-Like</i>
14th St Square	315,770	394,026	137	0.2%	249,537		<i>* not Like-for-Like</i>
W 14th St at 10th Ave	75,254	89,658	882	4.9%	64,888		<i>* not Like-for-Like</i>
US Downtown Index				3.4%			7.5%
New York Index				3.4%			10.3%

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

Key Stats

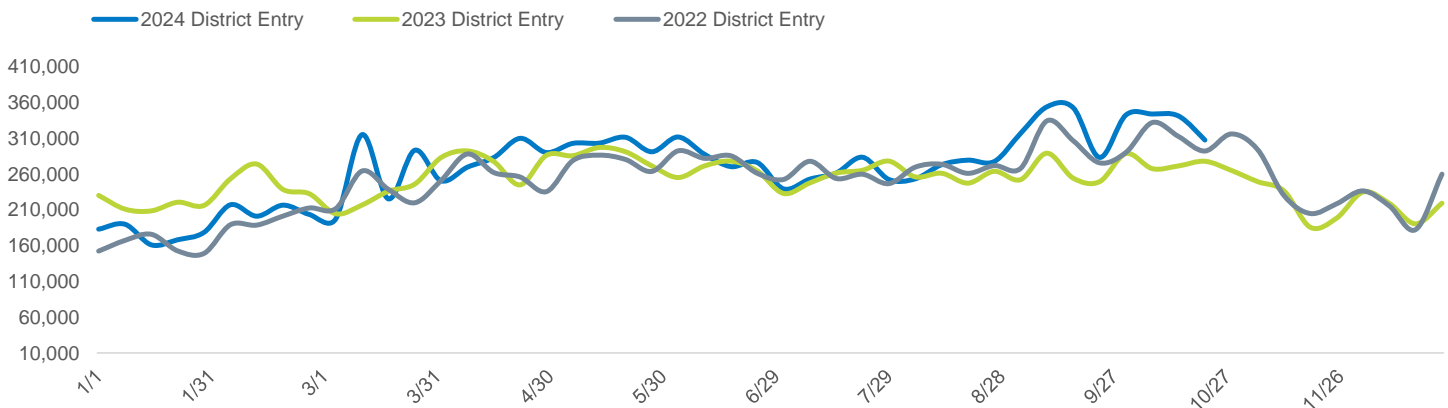
The busiest entry point in Meatpacking District this month was W16th St at 9th Ave with a total of 314,787 visits.

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

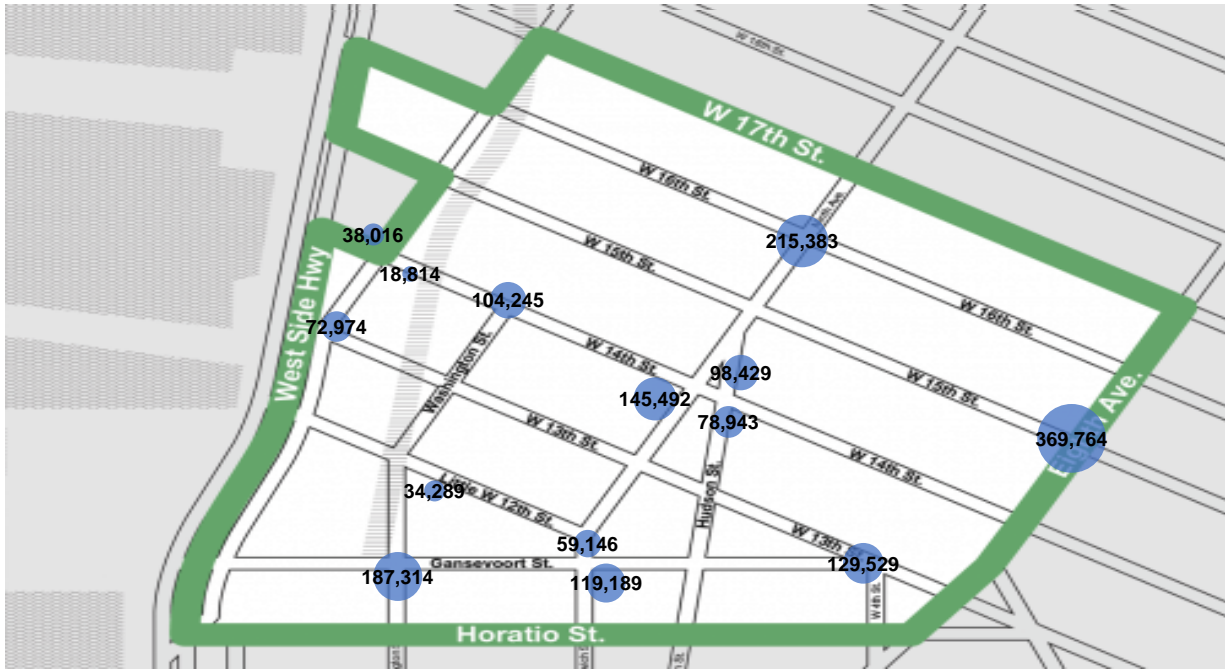
District Entry - Average Daily Pedestrians

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
This month	39,257	44,537	46,022	47,543	52,752	55,033	48,424	333,567
Previous month	39,045	41,480	43,492	46,745	52,800	47,788	45,277	316,628
Last Year	35,908	39,965	42,682	43,159	39,635	39,161	35,697	276,206
Month on month variance (LFL)	-886	2,086	1,636	-221	-175	5,654	2,179	10,272
Month on month % (LFL)	-3.7%	7.9%	5.9%	-0.7%	-0.5%	20.8%	8.3%	5.3%
Year on year variance (LFL)	-980	1,892	1,171	331	6,380	7,138	5,483	21,415
Year on year % (LFL)	-4.1%	7.1%	4.1%	1.1%	23.9%	27.8%	24.0%	11.6%

District Entry Annual Trend - Weekly Totals



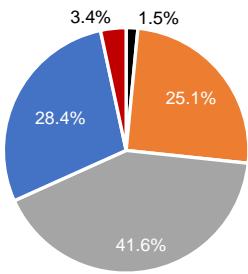
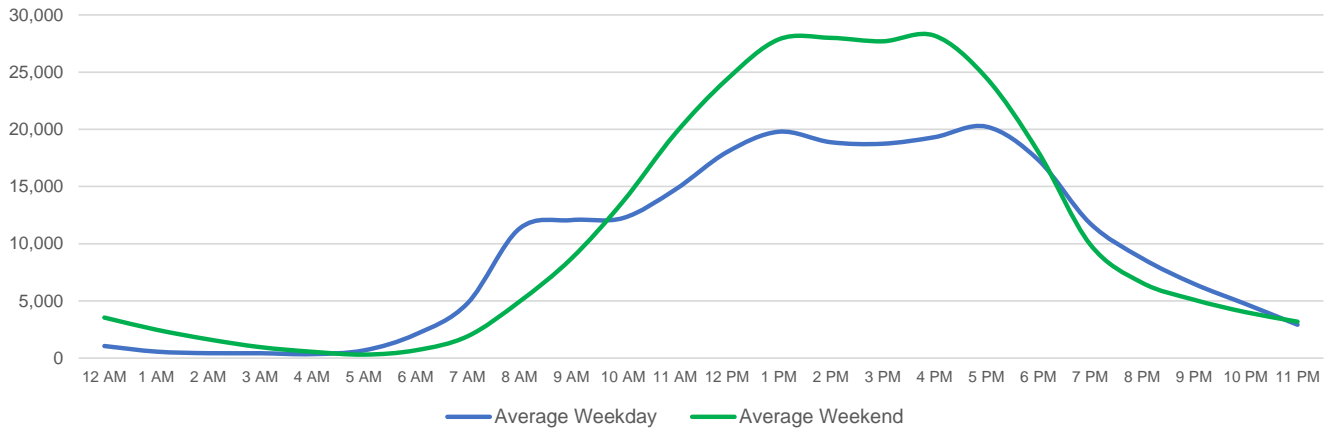
Average Weekly Pedestrians by Location Group



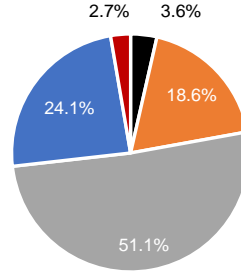
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Average Weekly Total	MoM % Change	YoY % Change
Gansevoort Plaza	6,000	6,076	7,621	7,413	10,887	10,919	10,230	59,146	10.2%	
Chelsea Triangle	12,331	11,898	12,690	13,597	15,325	17,148	15,440	98,429	10.1%	
14th St Square	10,323	10,571	10,993	10,987	11,748	12,910	11,411	78,943	0.2%	
Gansevoort at Washington	20,739	17,483	21,588	22,075	35,368	37,102	32,960	187,314	14.6%	22.6%
W 14th St at Washington	12,954	13,617	13,494	14,218	14,974	18,347	16,641	104,245	-7.8%	3.1%
W 13th St at Gansevoort	15,984	16,074	17,487	17,895	21,843	21,522	18,725	129,529	12.1%	19.5%
W 16th St at 9th Ave	23,789	30,259	30,105	31,589	31,829	35,160	32,653	215,383	12.5%	4.0%
W 14th St at 10th Ave	2,246	2,155	2,226	2,477	2,698	3,714	3,297	18,814	4.9%	16.0%
W 13th St at 10th Ave	8,584	7,748	7,877	8,372	11,444	15,250	13,700	72,974	-5.3%	-1.2%
W 15th St at 8th Ave	40,878	56,961	58,275	66,026	64,186	50,975	32,463	369,764	-4.1%	7.7%
Gansevoort OS	13,439	12,182	14,227	15,391	19,987	23,702	20,261	119,189	4.4%	-100.0%
LW 12 OS	4,272	3,818	3,924	4,093	5,829	6,462	5,891	34,289	-6.9%	-100.0%
9th Ave	17,040	16,106	16,811	19,312	22,036	29,786	24,402	145,492	4.3%	-100.0%
10th Ave Crossing @ 14	5,393	5,347	5,127	4,612	5,516	6,076	5,946	38,016	-5.8%	-100.0%
Total	193,971	210,295	222,445	238,055	273,667	289,073	244,021	1,671,525	3.4%	8.8%

*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	3,507	-20.8%	-17.1%
Morning	57,222	3.3%	1.3%
Afternoon	94,720	5.4%	6.3%
Evening	64,588	-8.3%	8.5%
Late night	7,649	-10.0%	-4.3%
Total	227,686	-0.4%	4.5%

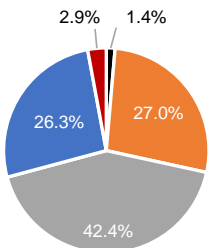
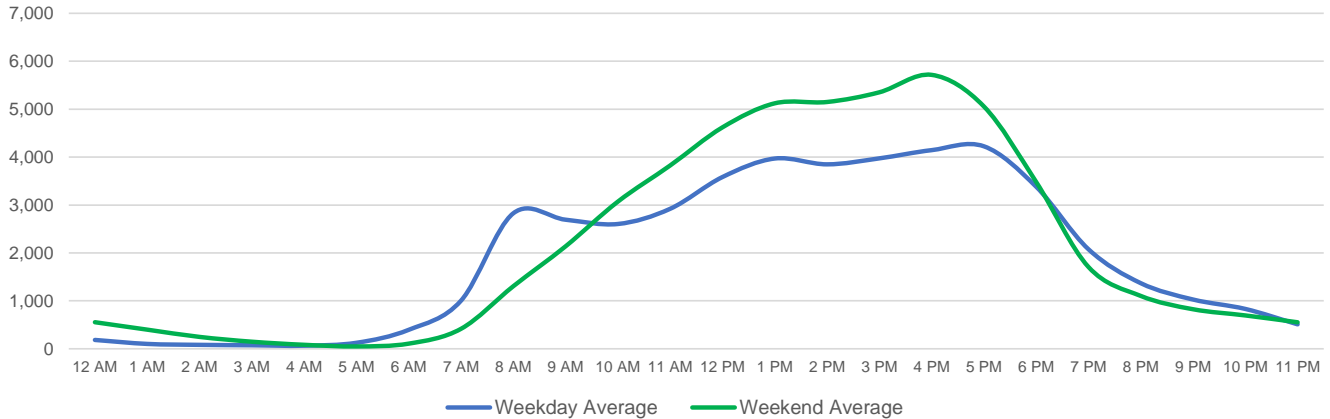


	Average Weekend	Month on Month %	Year on Year %
Early Morning	9,497	-10.4%	-20.0%
Morning	49,533	17.7%	27.8%
Afternoon	136,106	20.8%	27.1%
Evening	64,208	-11.5%	18.3%
Late night	7,202	-15.6%	-11.4%
Total	266,547	8.5%	21.0%

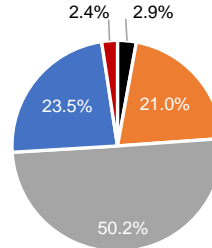
Day Parts are calculated using the following time periods:

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

District Entry - Average Daily Pedestrians



	Average Weekday	Month on Month %	Year on Year %
Early Morning	633	-5.4%	-18.4%
Morning	12,443	10.2%	-29.2%
Afternoon	19,520	9.9%	-28.6%
Evening	12,083	-10.5%	-27.8%
Late night	1,343	-9.5%	-24.5%
Total	46,022	2.9%	-28.3%



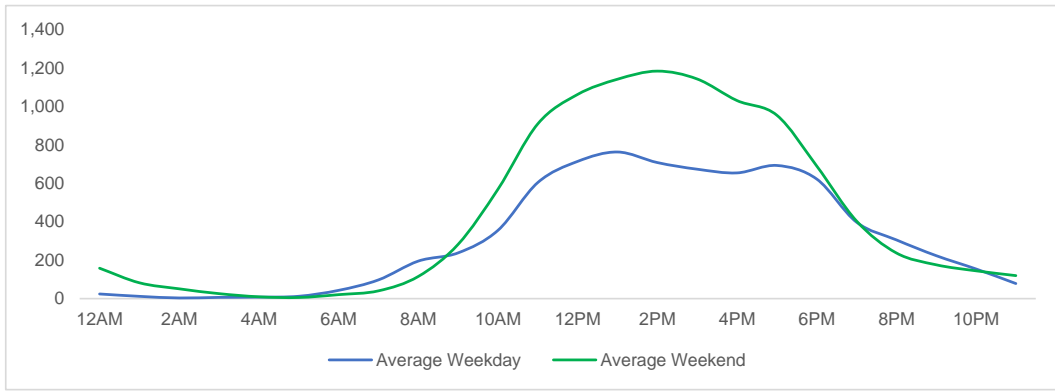
	Average Weekend	Month on Month %	Year on Year %
Early Morning	1,484	-5.8%	-32.0%
Morning	10,861	26.5%	-7.6%
Afternoon	25,958	20.7%	-18.0%
Evening	12,176	-8.6%	-23.8%
Late night	1,250	-18.8%	-32.6%
Total	51,728	11.2%	-18.3%

Day Parts are calculated using the following time periods:

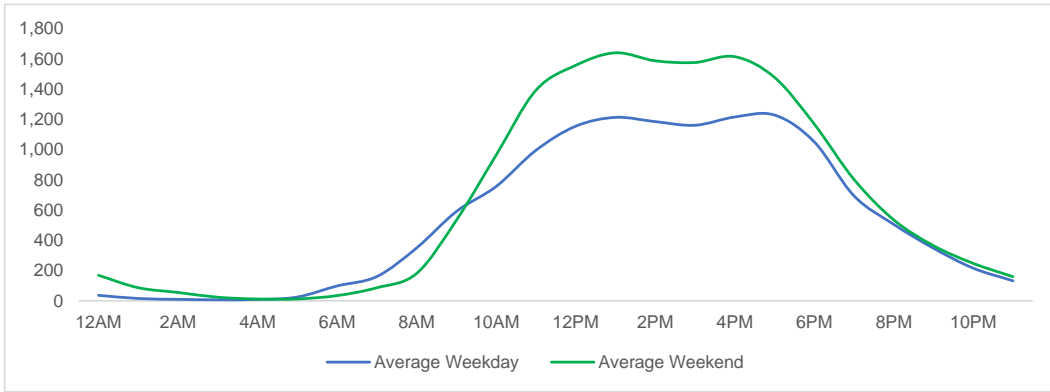
Early Morning Midnight - 6AM, Morning 6 - 11AM, Afternoon 11AM - 5PM, Evening 5 - 10PM, Late night 10PM - midnight

Location Group - Average Daily Pedestrians

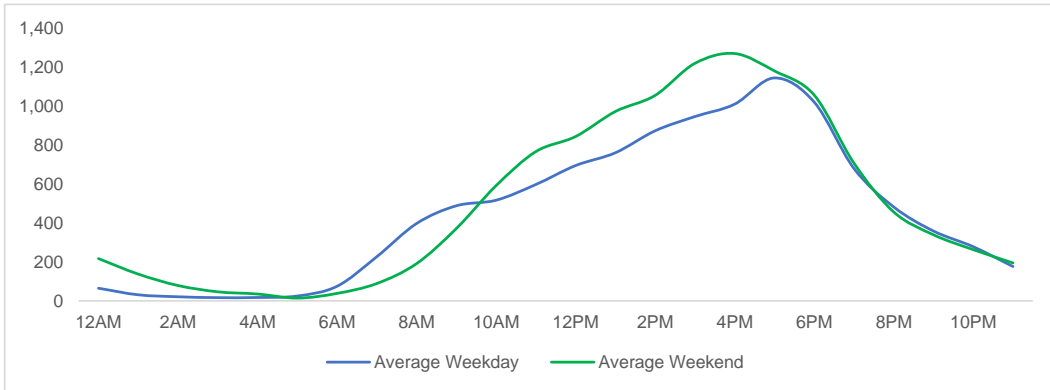
Gansevoort Plaza



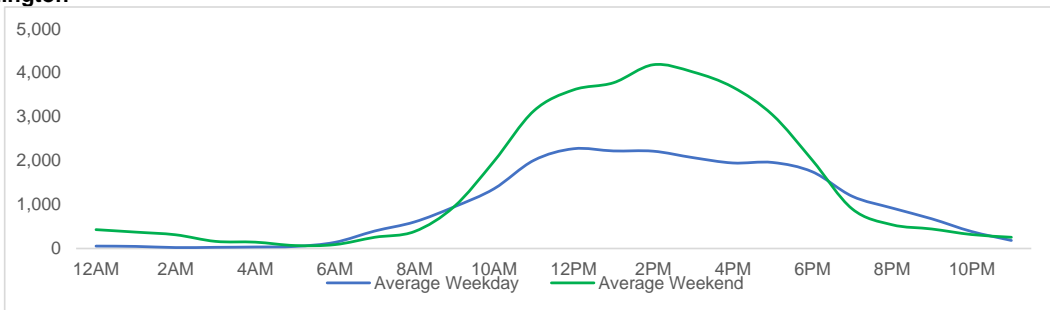
Chelsea Triangle



14th St Square

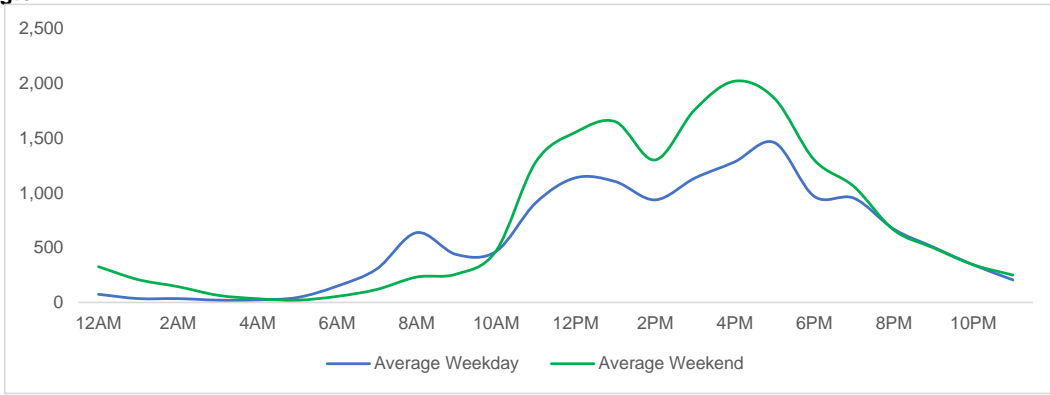


Gansevoort at Washington

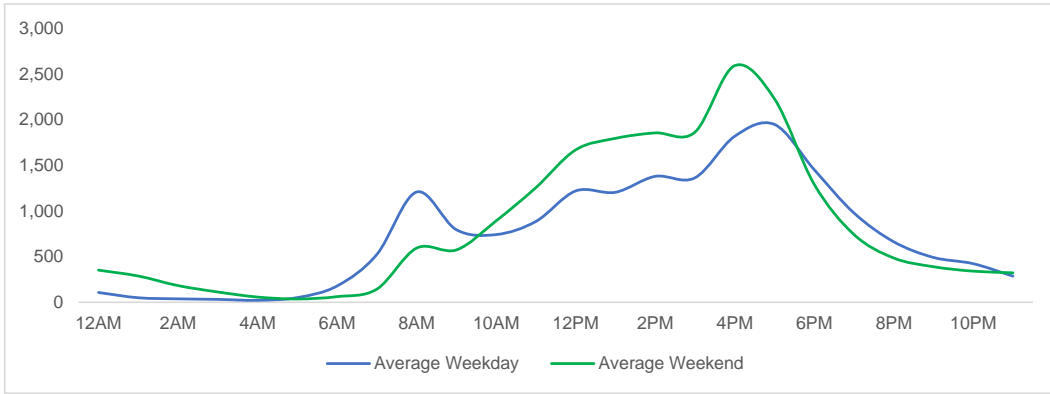


Location Group - Average Daily Pedestrians (cont.)

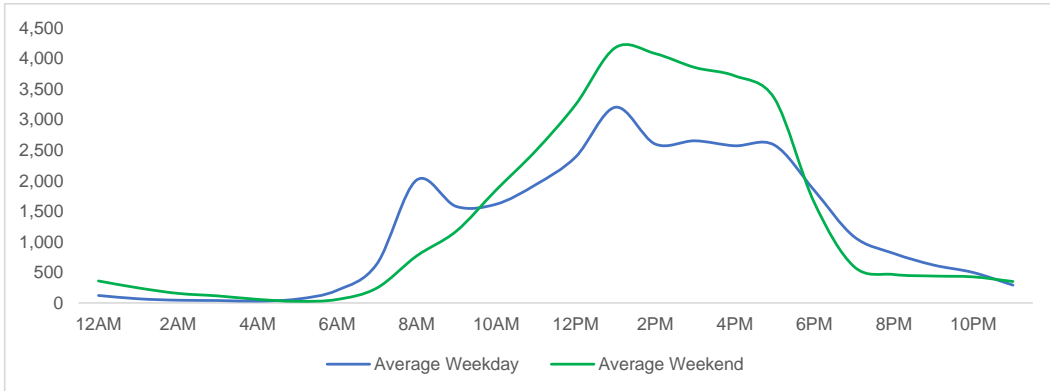
W 14th St at Washington



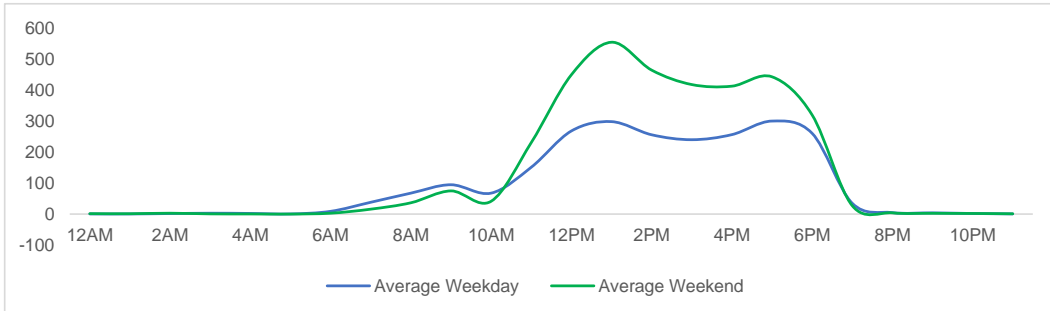
W 13th St at Gansevoort



W16th St at 9th Ave

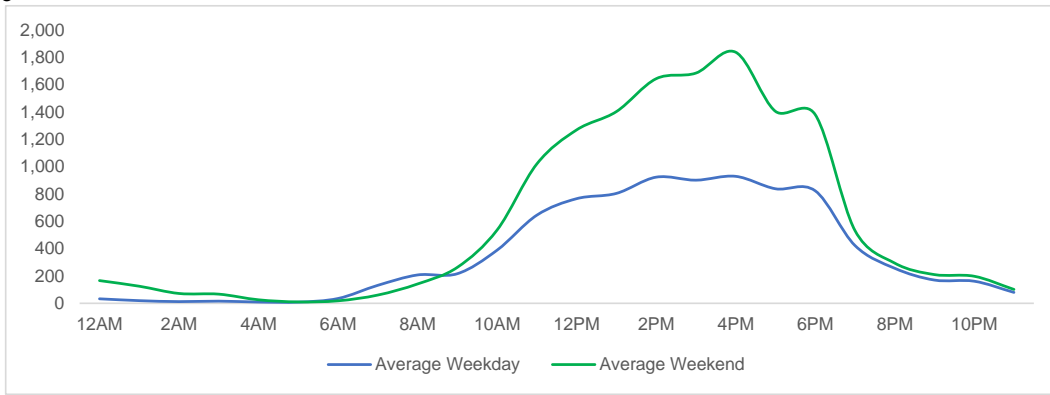


W 14th St at 10th Ave

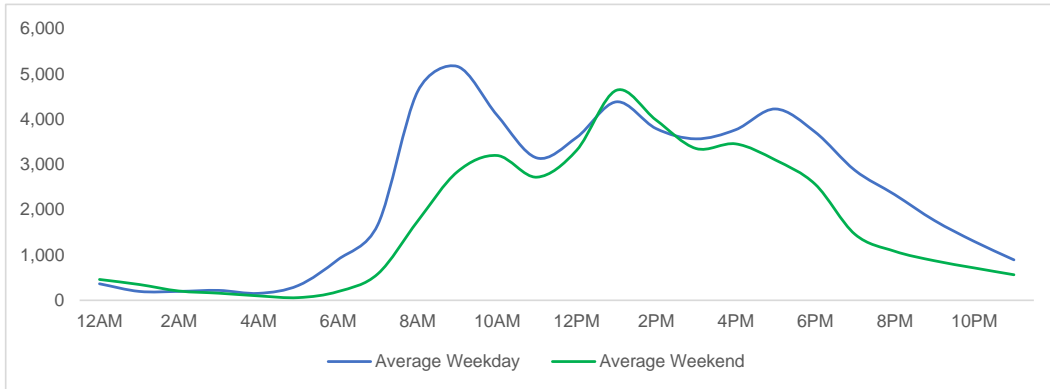


Location Group - Average Daily Pedestrians (cont.)

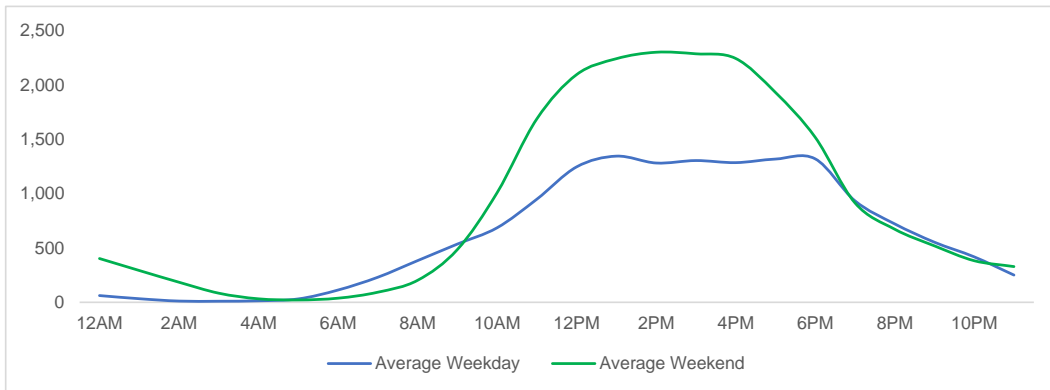
W 13th St at 10th Ave



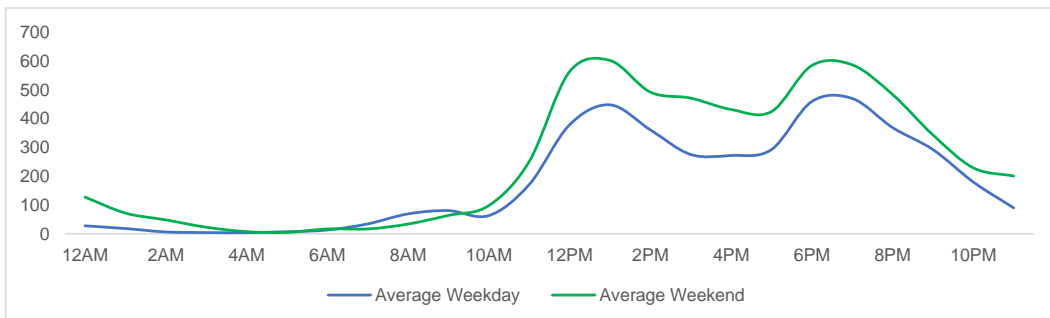
W 15th St at 8th Ave



Gansevoort OS

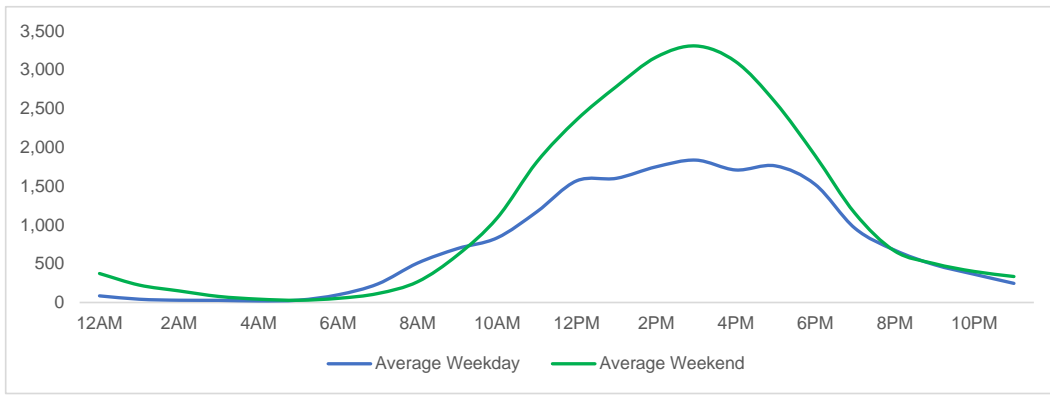


LW 12 OS

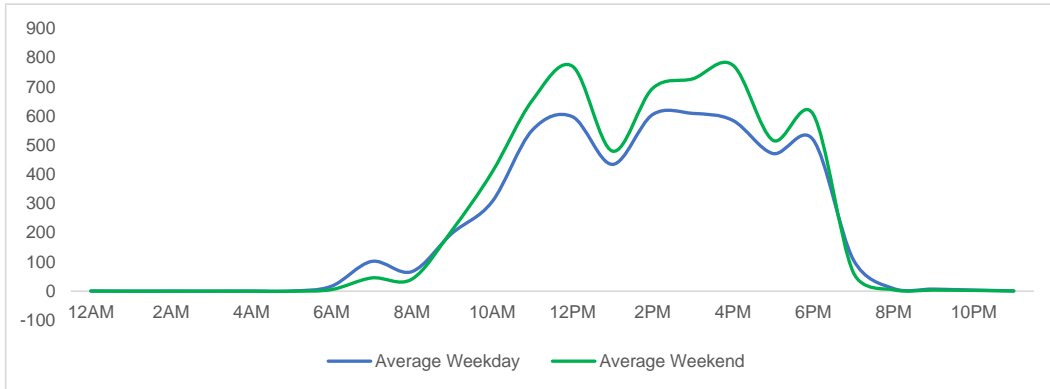


Location Group - Average Daily Pedestrians (cont.)




9th Ave



10th Ave Crossing @ 14



Weather

	Max Temp (F)			
This Year	80	20	8	0
Last Year	81.68	15	12	1

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