

Footfall Report for: Garment District

Weekly Ped Counts

	Year to date %		Year on year %		Week on week %	
	2021	2020	2021	2020	2021	2020
Garment District	-14.6%	-52.0%	182.7%	-82.1%	10.1%	17.6%
USA	-12.6%	-45.7%	129.3%	-79.7%	8.6%	24.0%

Benchmark calculations (Year on Year and Week on Week) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This comparison is provided on the final pages of this report.

Headlines

The total number of visitors to Garment District for the last 52 weeks is 78,391,367 which is 54.6% down on the previous year.

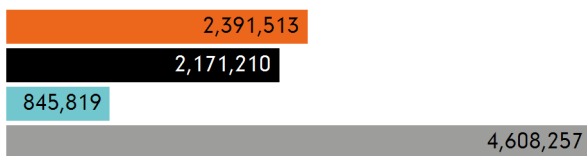
The total number of visitors for the year to date is 37,410,065 which is 14.6% down on the previous year.

The total number of visitors to Garment District in week commencing 7 June 2021 was 2,391,513.

The busiest day in week commencing 7 June 2021 was Thursday with 395,306 visitors.

The peak hour of the week was 17:00 on Thursday 10 June 2021 with footfall of 34,480.

Ped Counts by week

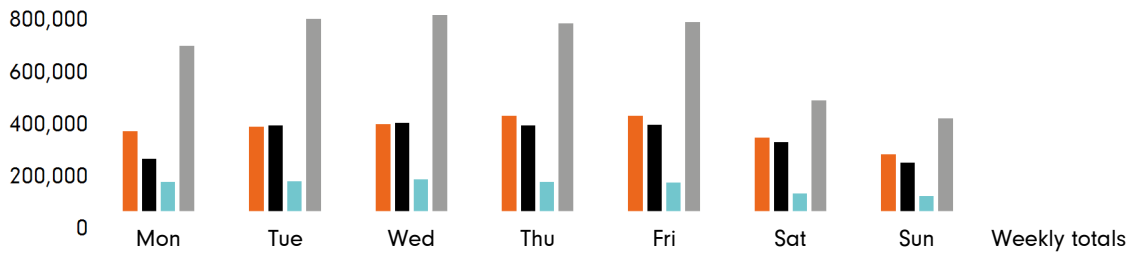


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

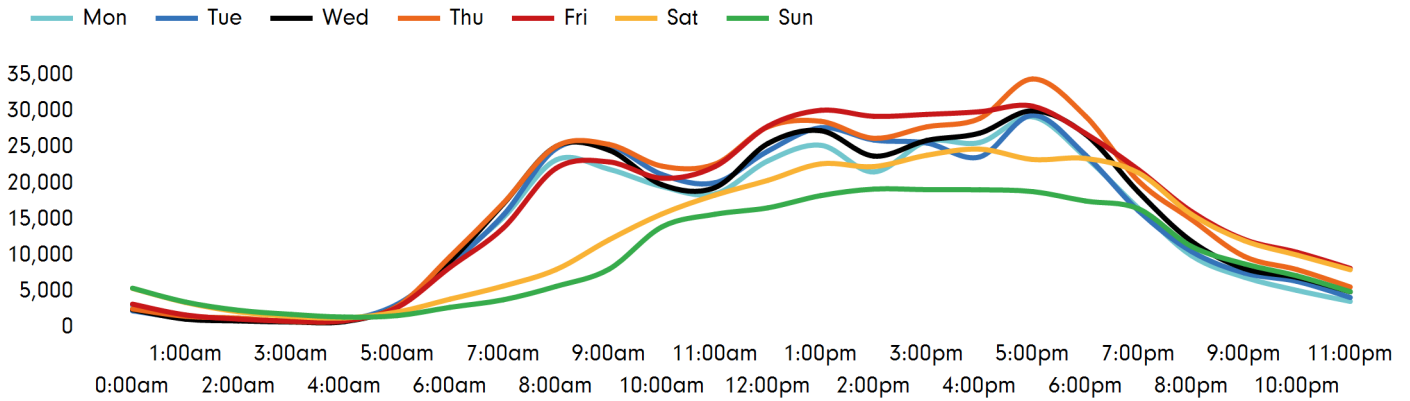
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	87°	86°	89°	82°	73°	71°	77°
Previous week	69°	77°	75°	73°	77°	91°	93°
Previous year	80°	89°	84°	80°	86°	75°	75°

Ped Counts by day

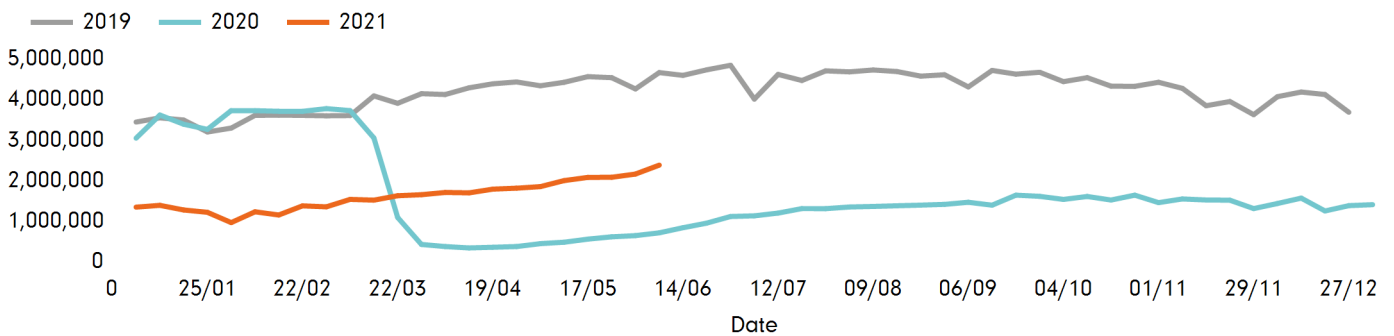


Week on week %	49.2%	-1.8%	-1.6%	10.5%	9.6%	5.7%	15.8%	
Year on year %	150.4%	156.2%	152.8%	194.2%	200.4%	251.5%	212.9%	
% of week	14.0%	14.7%	15.1%	16.5%	16.5%	12.9%	10.2%	

Ped Counts by hour



Ped Counts by week



Ped Counts by location

	This week	Previous week	Previous year	Week on week %	Year on year %	
40 at 7 NW	40,042	35,391	13,072	13.1%	206.3%	
40 at 7 SE	99,410	93,056	36,318	6.8%	173.7%	
40 at 7 SW	63,676	54,030	26,931	17.9%	136.4%	
6th Avenue at 1032	120,148	105,373	35,482	14.0%	238.6%	
6th Avenue at 1033	85,040	72,098	26,891	18.0%	216.2%	
7 at 40 NW	69,626	60,229	22,204	15.6%	213.6%	
7 at 40 SE	123,447	106,640	49,698	15.8%	148.4%	
7 at 40 SW	129,812	115,518	38,740	12.4%	235.1%	
7 at W 37 NE	82,064	79,279	28,084	3.5%	192.2%	
7 at W 37 NW	90,368	77,946	48,627	15.9%	85.8%	
7 at W 37 SE	66,680	59,812	23,096	11.5%	188.7%	
7 at W 37 SW	147,070	133,747	47,877	10.0%	207.2%	
8 at W 36 NE	114,890	104,704	47,421	9.7%	142.3%	
8 at W 36 NW	128,663	126,377	50,260	1.8%	156.0%	
8 at W 36 SE	115,551	106,950	45,580	8.0%	153.5%	
8 at W 36 SW	123,138	113,583	41,019	8.4%	200.2%	
Broadway 1400 Pedestrian Zone	38,713	34,677	22,053	11.6%	75.5%	
Broadway at 1359	140,360	135,210	45,861	3.8%	206.1%	
Broadway at 1370	64,470	61,489	22,053	4.8%	192.3%	
Broadway at 1411	108,829	96,308	36,253	13.0%	200.2%	
Broadway at 1430	133,162	114,759	48,695	16.0%	173.5%	
W 36 at 8 NE	36,654	33,644	14,445	8.9%	153.7%	
W 36 at 8 NW	53,444	53,008	11,864	0.8%	350.5%	
W 36 at 8 SE	49,895	44,913	18,893	11.1%	164.1%	
W 36 at 8 SW	57,639	53,328	17,698	8.1%	225.7%	
W 37 at 7 NW	32,196	27,585	4,448	16.7%	623.8%	
W 37 at 7 SE	40,967	39,183	10,010	4.6%	309.3%	
W 37 at 7 SW	35,559	32,373	12,246	9.8%	190.4%	



- 7 at W 37 SW, 6.1 %
- Broadway at 1359, 5.9 %
- Broadway at 1430, 5.6 %
- 7 at 40 SW, 5.4 %
- 8 at W 36 NW, 5.4 %
- 7 at 40 SE, 5.2 %
- 8 at W 36 SW, 5.1 %
- 6th Avenue at 1032, 5.0 %
- 8 at W 36 SE, 4.8 %
- 8 at W 36 NE, 4.8 %
- Broadway at 1411, 4.6 %
- ...

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week1, 2021 to Week 23 , 2021 Vs Week 1, 2020 to Week 23 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week23, 2021 Vs Week 23, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week23 2021 Vs Week 22 2021

2021 versus 2019 comparison follows on subsequent pages

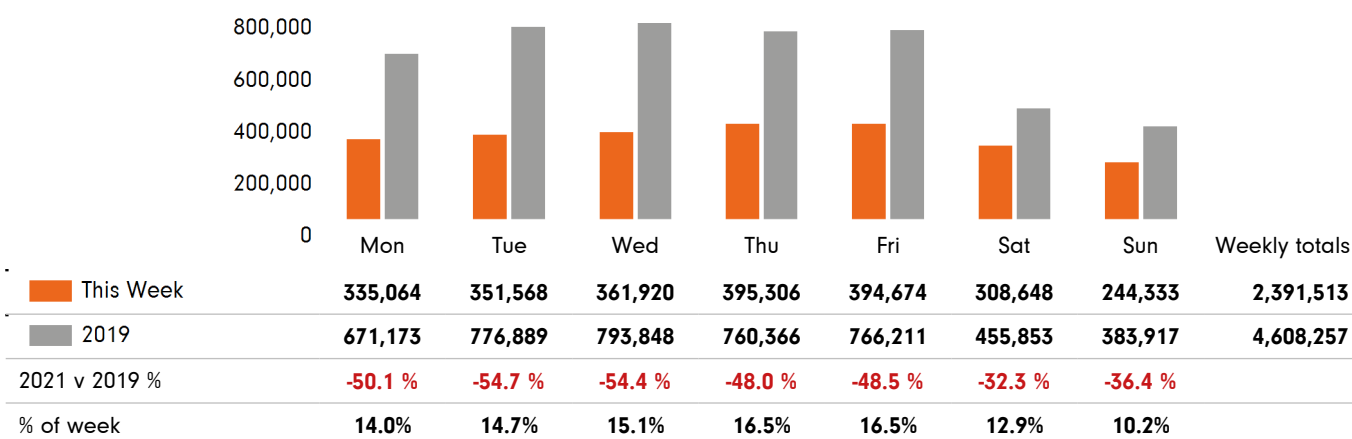
2019 comparison for Garment District

The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2021 against the similar time period in 2019

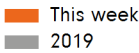
Headlines

	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Garment District	-59.6 %	-48.1 %
USA	-57.0 %	-50.5 %

Ped Counts by day



Ped Counts by location

	This week	2019	2021 - 2019 %	
40 at 7 NW	40,042	69,375	-42.3 %	
40 at 7 SE	99,410	186,882	-46.8 %	
40 at 7 SW	63,676	96,915	-34.3 %	
6th Avenue at 1032	120,148	255,898	-53.0 %	
6th Avenue at 1033	85,040	209,413	-59.4 %	
7 at 40 NW	69,626	116,619	-40.3 %	
7 at 40 SE	123,447	277,256	-55.5 %	
7 at 40 SW	129,812	257,382	-49.6 %	
7 at W 37 NE	82,064	147,276	-44.3 %	
7 at W 37 NW	90,368	256,459	-64.8 %	
7 at W 37 SE	66,680	177,129	-62.4 %	
7 at W 37 SW	147,070	263,266	-44.1 %	
8 at W 36 NE	114,890	248,283	-53.7 %	
8 at W 36 NW	128,663	135,328	-4.9 %	
8 at W 36 SE	115,551	232,044	-50.2 %	
8 at W 36 SW	123,138	215,641	-42.9 %	
Broadway 1400 Pedestrian Zone	38,713	0		
Broadway at 1359	140,360	241,478	-41.9 %	
Broadway at 1370	64,470	115,968	-44.4 %	
Broadway at 1411	108,829	233,487	-53.4 %	
Broadway at 1430	133,162	343,217	-61.2 %	
W 36 at 8 NE	36,654	88,101	-58.4 %	
W 36 at 8 NW	53,444	72,399	-26.2 %	
W 36 at 8 SE	49,895	91,320	-45.4 %	
W 36 at 8 SW	57,639	92,796	-37.9 %	
W 37 at 7 NW	32,196	46,834	-31.3 %	
W 37 at 7 SE	40,967	83,504	-50.9 %	
W 37 at 7 SW	35,559	53,987	-34.1 %	