

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	-2.3%	-55.9%	92.9%	-74.5%	0.3%	5.9%
USA	-1.2%	-49.8%	93.3%	-73.9%	1.8%	5.5%

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 83,591,434 which is 47.1% down on the previous year.

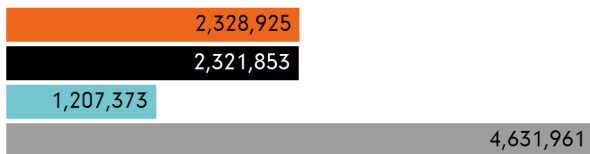
The total number of visitors for the year to date is 47,039,769 which is 2.3% down on the previous year.

The total number of visitors to Garment District in week commencing 5 July 2021 was 2,328,925.

The busiest day in week commencing 5 July 2021 was Wednesday with 405,212 visitors.

The peak hour of the week was 17:00 on Wednesday 7 July 2021 with footfall of 34,605.

Ped Counts by week

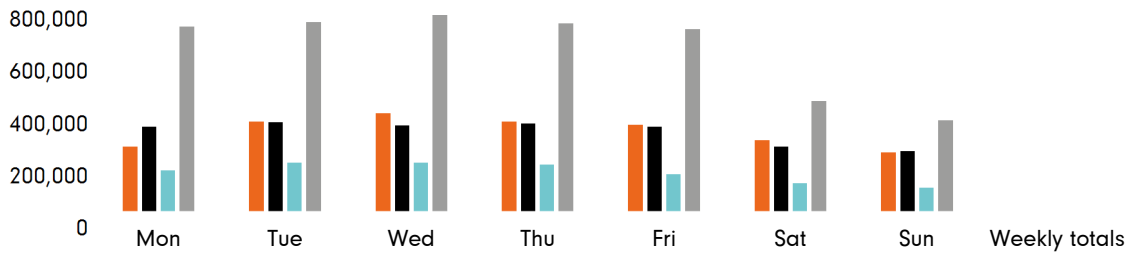


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

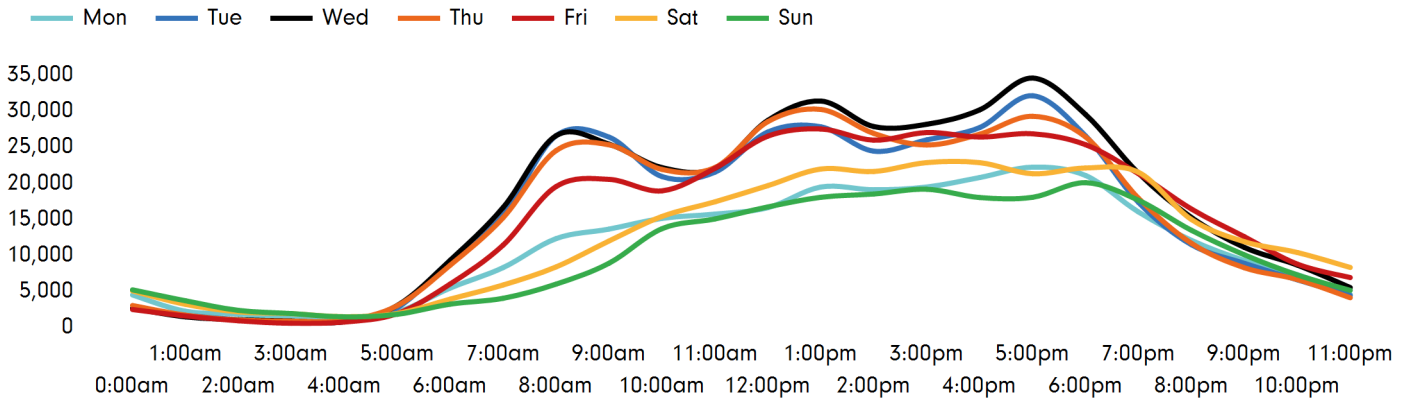
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	82°	95°	93°	86°	87°	82°	77°
Previous week	93°	95°	96°	84°	78°	66°	77°
Previous year	89°	82°	86°	87°	77°	86°	89°

Ped Counts by day

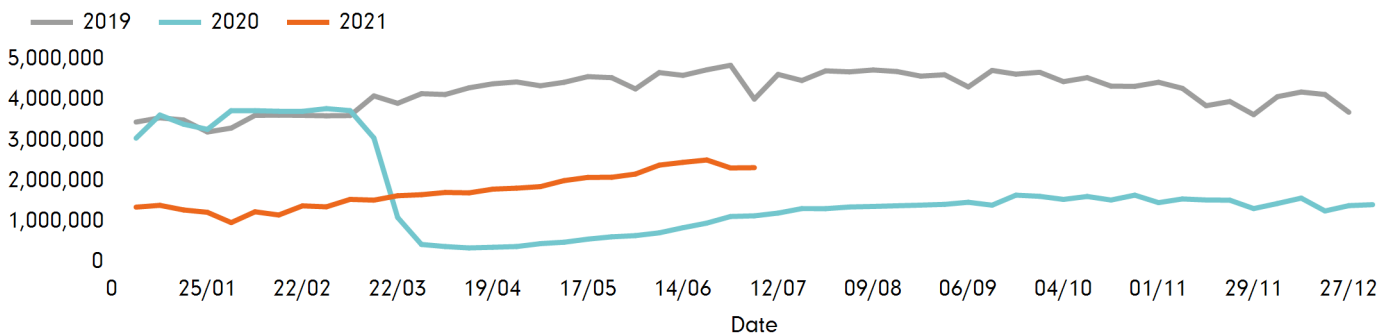


Week on week %	-22.6%	0.7%	13.6%	1.9%	2.1%	9.5%	-2.0%	
Year on year %	51.5%	75.9%	91.8%	84.5%	118.0%	132.7%	126.0%	
% of week	11.7%	15.9%	17.4%	15.9%	15.4%	12.8%	10.8%	


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	38,512	42,250	19,351	-8.8%	99.0%	
40 at 7 SE	96,960	96,622	53,351	0.3%	81.7%	
40 at 7 SW	61,495	60,656	37,454	1.4%	64.2%	
6th Avenue at 1032	120,845	117,417	45,470	2.9%	165.8%	
6th Avenue at 1033	62,742	64,610	32,017	-2.9%	96.0%	
7 at 40 NW	73,004	81,179	32,835	-10.1%	122.3%	
7 at 40 SE	121,372	121,137	69,315	0.2%	75.1%	
7 at 40 SW	131,062	131,593	60,403	-0.4%	117.0%	
7 at W 37 NE	82,581	82,305	38,866	0.3%	112.5%	
7 at W 37 NW	88,570	88,838	72,424	-0.3%	22.3%	
7 at W 37 SE	76,541	68,575	41,383	11.6%	85.0%	
7 at W 37 SW	136,230	145,526	68,402	-6.4%	99.2%	
8 at W 36 NE	117,858	117,276	61,224	0.5%	92.5%	
8 at W 36 NW	134,676	124,120	64,987	8.5%	107.2%	
8 at W 36 SE	114,052	115,755	62,470	-1.5%	82.6%	
8 at W 36 SW	128,365	123,443	54,996	4.0%	133.4%	
Broadway 1400 Pedestrian Zone	19,907	19,768	27,286	0.7%	-27.0%	
Broadway at 1359	133,119	131,734	66,511	1.1%	100.1%	
Broadway at 1370	59,186	60,037	30,080	-1.4%	96.8%	
Broadway at 1411	104,184	106,164	51,812	-1.9%	101.1%	
Broadway at 1430	124,650	126,749	64,833	-1.7%	92.3%	
W 36 at 8 NE	37,459	37,911	18,882	-1.2%	98.4%	
W 36 at 8 NW	51,768	49,337	28,145	4.9%	83.9%	
W 36 at 8 SE	52,016	52,174	27,677	-0.3%	87.9%	
W 36 at 8 SW	51,893	47,755	24,409	8.7%	112.6%	
W 37 at 7 NW	30,617	28,535	14,392	7.3%	112.7%	
W 37 at 7 SE	41,218	42,399	20,220	-2.8%	103.8%	
W 37 at 7 SW	38,043	37,988	18,178	0.1%	109.3%	



- 7 at W 37 SW, 5.8 %
- 8 at W 36 NW, 5.8 %
- Broadway at 1359, 5.7 %
- 7 at 40 SW, 5.6 %
- 8 at W 36 SW, 5.5 %
- Broadway at 1430, 5.4 %
- 7 at 40 SE, 5.2 %
- 6th Avenue at 1032, 5.2 %
- 8 at W 36 NE, 5.1 %
- 8 at W 36 SE, 4.9 %
- Broadway at 1411, 4.5 %
- ...

Notes

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2021 to Week 27, 2021 Vs Week 1, 2020 to Week 27, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 27, 2021 Vs Week 27, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 27 2021 Vs Week 26 2021

2021 versus 2019 comparison follows on subsequent pages

2019 Comparison for: Garment District

2019 comparison for Garment District

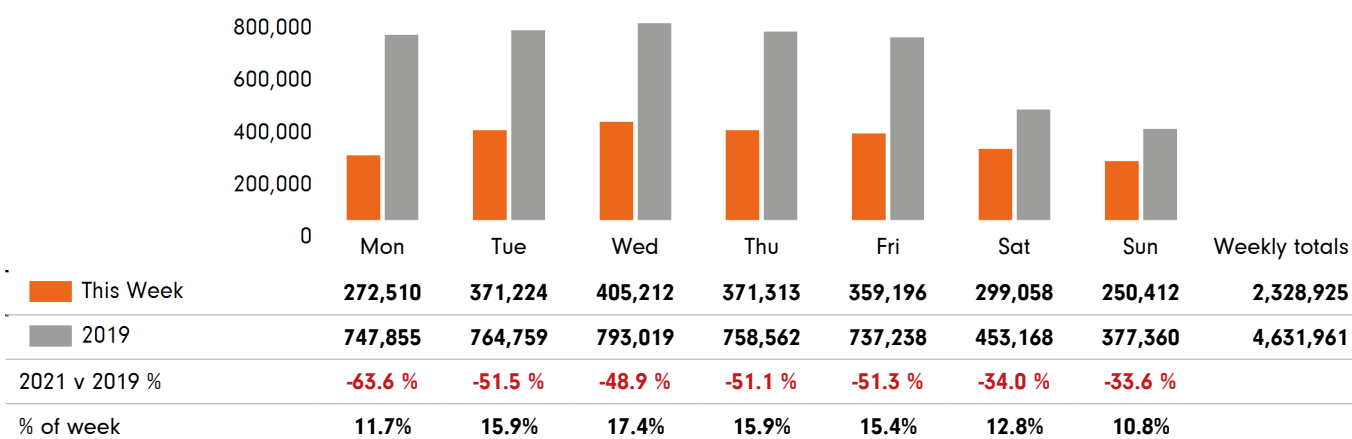
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

Headlines

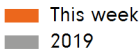
	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Garment District	-57.6 %	-49.7 %
USA	-55.1 %	-48.8 %

Garment District is compared to the high street index.

Ped Counts by day



Ped Counts by location

	This week	2019	2021 - 2019 %	
40 at 7 NW	38,512	69,484	-44.6 %	
40 at 7 SE	96,960	202,121	-52.0 %	
40 at 7 SW	61,495	85,303	-27.9 %	
6th Avenue at 1032	120,845	262,102	-53.9 %	
6th Avenue at 1033	62,742	206,880	-69.7 %	
7 at 40 NW	73,004	117,062	-37.6 %	
7 at 40 SE	121,372	281,569	-56.9 %	
7 at 40 SW	131,062	259,975	-49.6 %	
7 at W 37 NE	82,581	140,303	-41.1 %	
7 at W 37 NW	88,570	258,954	-65.8 %	
7 at W 37 SE	76,541	165,986	-53.9 %	
7 at W 37 SW	136,230	267,509	-49.1 %	
8 at W 36 NE	117,858	243,025	-51.5 %	
8 at W 36 NW	134,676	147,392	-8.6 %	
8 at W 36 SE	114,052	229,640	-50.3 %	
8 at W 36 SW	128,365	222,318	-42.3 %	
Broadway 1400 Pedestrian Zone	19,907	0		
Broadway at 1359	133,119	239,490	-44.4 %	
Broadway at 1370	59,186	108,652	-45.5 %	
Broadway at 1411	104,184	249,112	-58.2 %	
Broadway at 1430	124,650	348,503	-64.2 %	
W 36 at 8 NE	37,459	88,279	-57.6 %	
W 36 at 8 NW	51,768	69,956	-26.0 %	
W 36 at 8 SE	52,016	96,477	-46.1 %	
W 36 at 8 SW	51,893	90,956	-42.9 %	
W 37 at 7 NW	30,617	42,693	-28.3 %	
W 37 at 7 SE	41,218	83,550	-50.7 %	
W 37 at 7 SW	38,043	54,670	-30.4 %	