

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	23.6%	-60.6%	92.8%	-65.5%	-2.1%	-5.4%
USA	22.9%	-55.8%	74.7%	-65.2%	-4.1%	-6.6%

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 100,723,648 which is 10.6% down on the previous year.

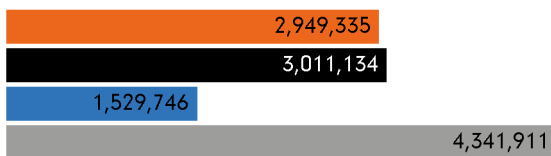
The total number of visitors for the year to date is 84,590,725 which is 23.6% up on the previous year.

The total number of visitors to Garment District in week commencing 11 October 2021 was 2,949,335.

The busiest day in week commencing 11 October 2021 was Thursday with 498,697 visitors.

The peak hour of the week was 17:00 on Thursday 14 October 2021 with footfall of 46,785.

Ped Counts by week

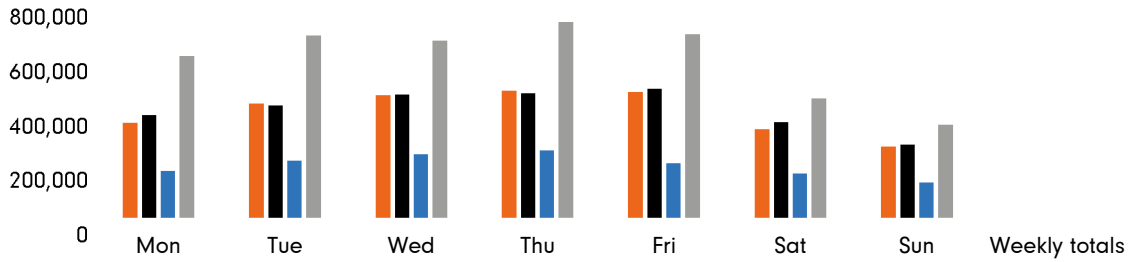


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

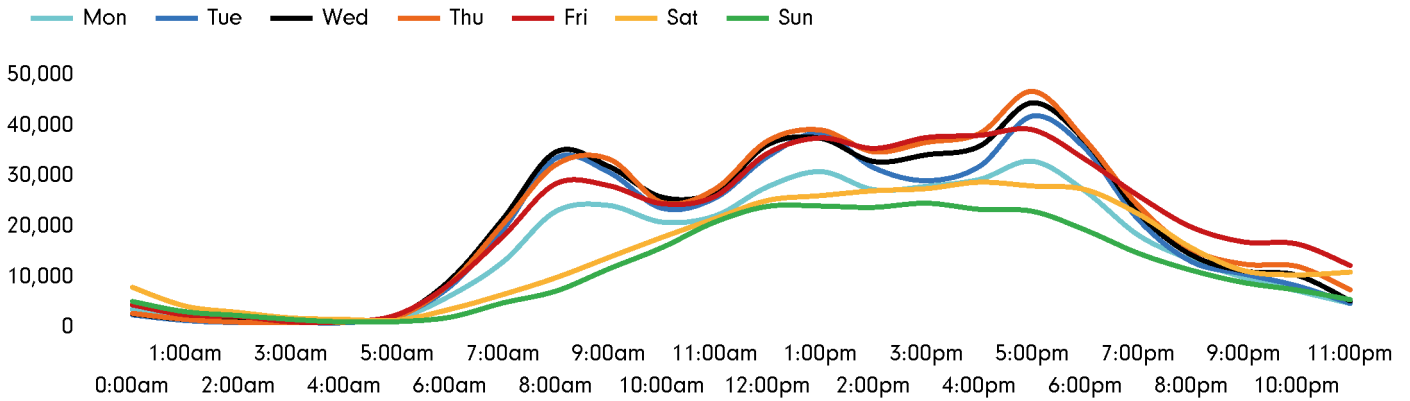
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
This week	71°	71°	73°	78°	78°	77°	64°
Previous week	71°	68°	71°	73°	75°	68°	68°
Previous year	57°	62°	69°	73°	64°	59°	62°

Ped Counts by day

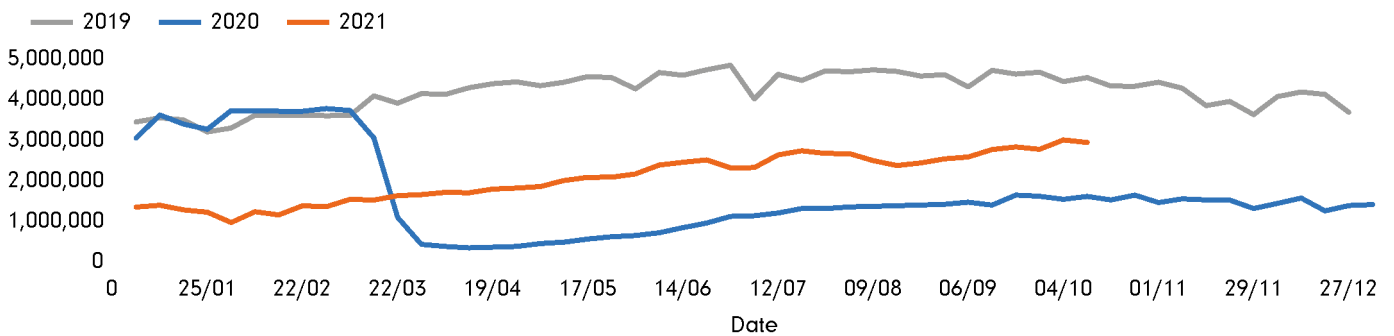


Week on week %	-7.1%	1.5%	-0.3%	1.6%	-2.1%	-6.9%	-3.1%	
Year on year %	91.4%	92.3%	86.3%	81.2%	120.5%	90.6%	89.3%	
% of week	12.8%	15.3%	16.4%	16.9%	16.8%	12.0%	9.8%	

Ped Counts by hour



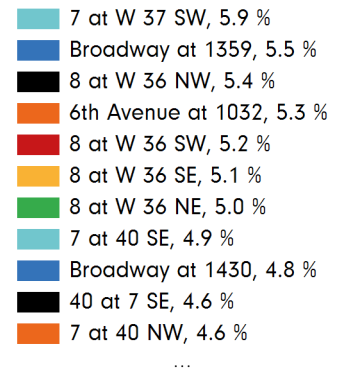
Ped Counts by week



Ped Counts by location

	This week	Previous week	Previous year	Week on week %	Year on year %	
40 at 7 NW	82,379	82,888	24,367	-0.6%	238.1%	
40 at 7 SE	136,101	136,894	73,576	-0.6%	85.0%	
40 at 7 SW	86,183	86,571	38,768	-0.4%	122.3%	
6th Avenue at 1032	156,619	151,962	72,222	3.1%	116.9%	
6th Avenue at 1033	104,397	100,129	70,616	4.3%	47.8%	
7 at 40 NW	134,737	135,888	34,849	-0.8%	286.6%	
7 at 40 SE	144,757	149,043	78,231	-2.9%	85.0%	
7 at 40 SW	130,619	142,289	72,452	-8.2%	80.3%	
7 at W 37 NE	83,710	85,744	44,416	-2.4%	88.5%	
7 at W 37 NW	104,323	104,652	59,802	-0.3%	74.4%	
7 at W 37 SE	103,108	103,424	54,766	-0.3%	88.3%	
7 at W 37 SW	172,642	177,635	97,649	-2.8%	76.8%	
8 at W 36 NE	146,492	153,409	67,780	-4.5%	116.1%	
8 at W 36 NW	158,599	161,501	79,011	-1.8%	100.7%	
8 at W 36 SE	151,620	157,872	76,674	-4.0%	97.7%	
8 at W 36 SW	152,150	158,878	68,183	-4.2%	123.1%	
Broadway 1400 Pedestrian Zone	32,827	34,235	32,370	-4.1%	1.4%	
Broadway at 1359	160,992	166,521	88,020	-3.3%	82.9%	
Broadway at 1370	64,370	66,808	34,596	-3.6%	86.1%	
Broadway at 1411	119,932	114,784	65,821	4.5%	82.2%	
Broadway at 1430	142,687	144,013	85,973	-0.9%	66.0%	
W 36 at 8 NE	46,647	49,606	26,208	-6.0%	78.0%	
W 36 at 8 NW	72,063	73,332	44,257	-1.7%	62.8%	
W 36 at 8 SE	60,317	67,962	34,117	-11.2%	76.8%	
W 36 at 8 SW	74,174	77,960	31,052	-4.9%	138.9%	
W 37 at 7 NW	39,884	39,976	20,333	-0.2%	96.2%	
W 37 at 7 SE	46,452	46,481	30,160	-0.1%	54.0%	
W 37 at 7 SW	40,554	40,677	23,477	-0.3%	72.7%	

Ped Counts by location



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 41, 2021 Vs Week 1, 2020 to Week 41, 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 41, 2021 Vs Week 41, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 41 2021 Vs Week 40 2021

2021 versus 2019 comparison follows on subsequent pages

2019 comparison for Garment District

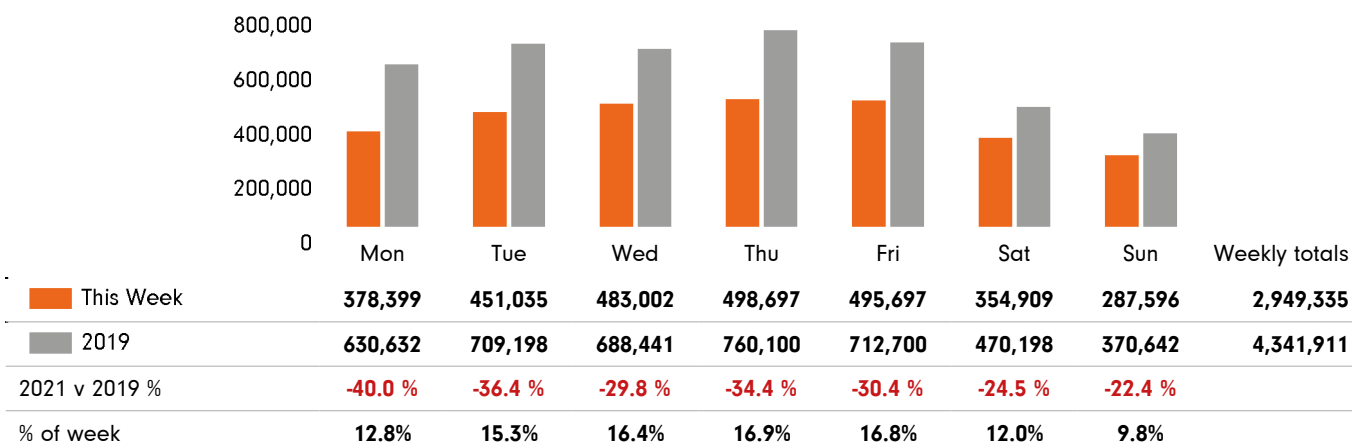
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section **below** and shows your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

Headlines

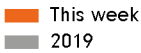






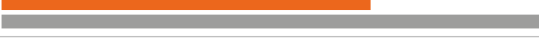
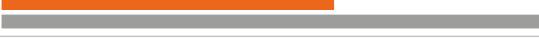



















	Year to date % 2021 Vs 2019	Year on year % 2021 Vs 2019
Garment District	-51.7 %	-32.1 %
USA	-49.2 %	-37.5 %

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	82,379	64,698	27.3 %	
40 at 7 SE	136,101	201,475	-32.4 %	
40 at 7 SW	86,183	75,341	14.4 %	
6th Avenue at 1032	156,619	248,633	-37.0 %	
6th Avenue at 1033	104,397	187,292	-44.3 %	
7 at 40 NW	134,737	91,172	47.8 %	
7 at 40 SE	144,757	248,101	-41.7 %	
7 at 40 SW	130,619	212,305	-38.5 %	
7 at W 37 NE	83,710	116,451	-28.1 %	
7 at W 37 NW	104,323	274,917	-62.1 %	
7 at W 37 SE	103,108	167,827	-38.6 %	
7 at W 37 SW	172,642	277,221	-37.7 %	
8 at W 36 NE	146,492	248,947	-41.2 %	
8 at W 36 NW	158,599	153,904	3.1 %	
8 at W 36 SE	151,620	240,646	-37.0 %	
8 at W 36 SW	152,150	217,523	-30.1 %	
Broadway 1400 Pedestrian Zone	32,827	0		
Broadway at 1359	160,992	229,547	-29.9 %	
Broadway at 1370	64,370	90,913	-29.2 %	
Broadway at 1411	119,932	213,163	-43.7 %	
Broadway at 1430	142,687	273,778	-47.9 %	
W 36 at 8 NE	46,647	85,623	-45.5 %	
W 36 at 8 NW	72,063	76,972	-6.4 %	
W 36 at 8 SE	60,317	94,651	-36.3 %	
W 36 at 8 SW	74,174	65,920	12.5 %	
W 37 at 7 NW	39,884	28,152	41.7 %	
W 37 at 7 SE	46,452	90,301	-48.6 %	
W 37 at 7 SW	40,554	66,438	-39.0 %	