

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 | 24.9% | -60.6% | 78.2% | -62.7% | -0.3% | 7.8% |
| USA | 24.1% | -56.0% | 73.3% | -64.9% | -0.9% | -0.7% |

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 102,013,988 which is 7.2% down on the previous year.

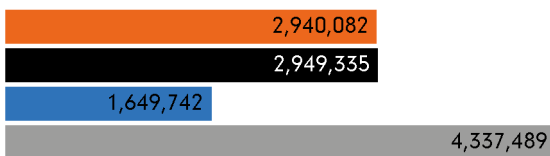
The total number of visitors for the year to date is 87,530,807 which is 24.9% up on the previous year.

The total number of visitors to Garment District in week commencing 18 October 2021 was 2,940,082.

The busiest day in week commencing 18 October 2021 was Wednesday with 496,771 visitors.






















The peak hour of the week was 17:00 on Wednesday 20 October 2021 with footfall of 46,202.

Ped Counts by week

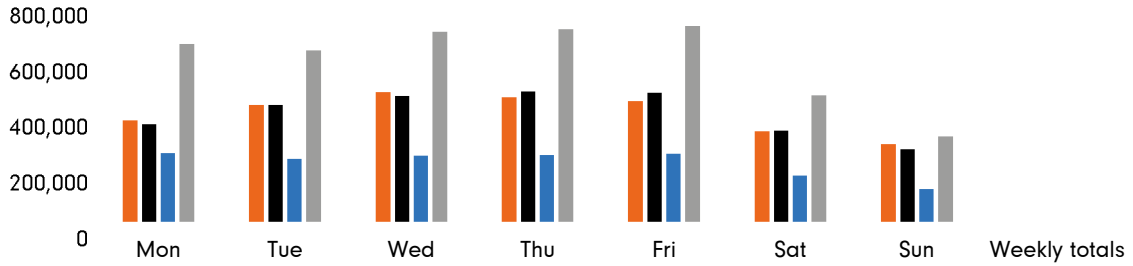


■ This Week ■ Previous Year
■ Previous Week ■ 2 Years Ago

Weather

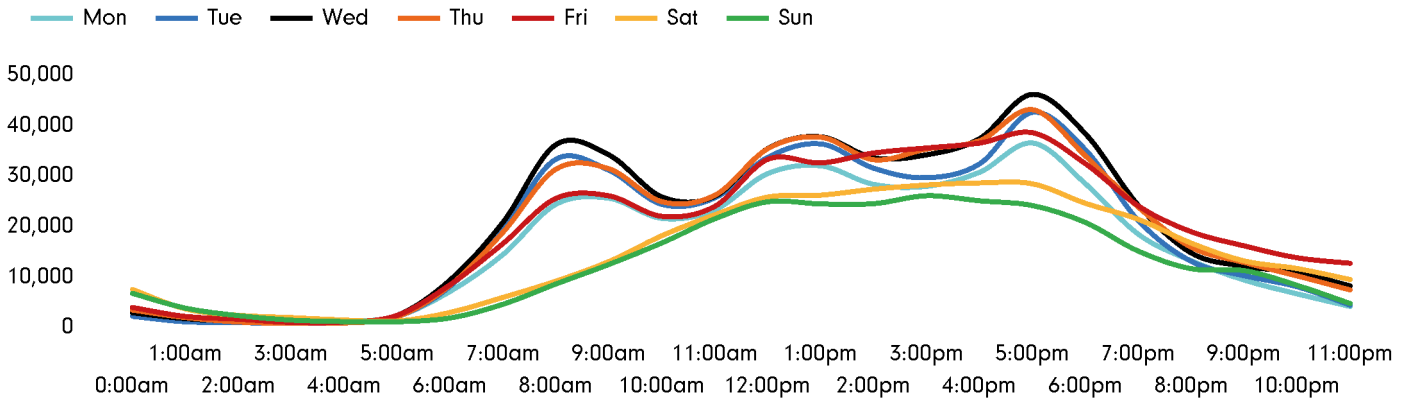
| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|---|---|---|---|---|---|---|
| This week |  60° |  68° |  77° |  77° |  68° |  60° |  60° |
| Previous week |  71° |  71° |  73° |  78° |  78° |  77° |  64° |
| Previous year |  64° |  71° |  71° |  71° |  68° |  68° |  51° |

Ped Counts by day

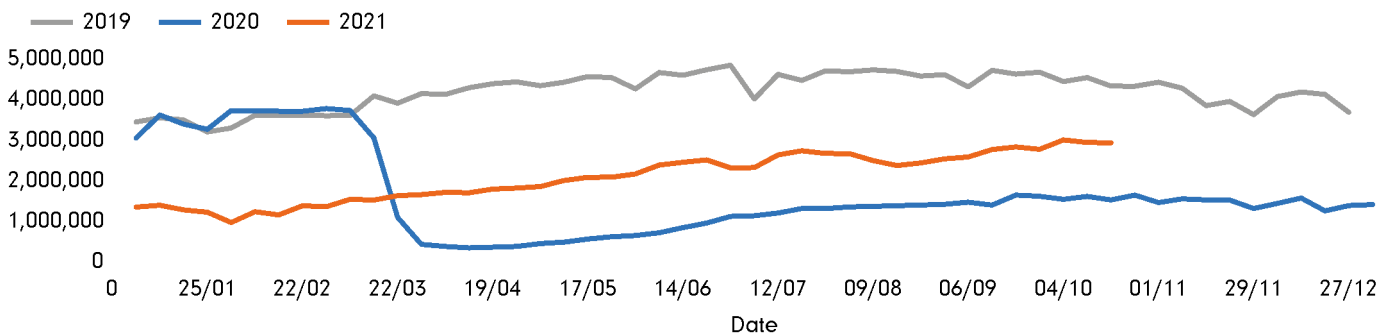


| | | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|--------|--|
| Week on week % | 4.1% | -0.4% | 2.9% | -4.1% | -6.2% | -0.7% | 5.8% | |
| Year on year % | 44.2% | 79.1% | 89.3% | 80.8% | 72.8% | 86.3% | 116.7% | |
| % of week | 13.4% | 15.3% | 16.9% | 16.3% | 15.8% | 12.0% | 10.4% | |


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 | 82,968 | 82,379 | 25,003 | 0.7% | 231.8% | |
| 40 at 7 SE | 137,110 | 136,101 | 77,908 | 0.7% | 76.0% | |
| 40 at 7 SW | 86,849 | 86,183 | 38,649 | 0.8% | 124.7% | |
| 6th Avenue at 1032 | 161,137 | 156,619 | 82,352 | 2.9% | 95.7% | |
| 6th Avenue at 1033 | 106,875 | 104,397 | 77,460 | 2.4% | 38.0% | |
| 7 at 40 NW | 135,041 | 134,737 | 35,235 | 0.2% | 283.3% | |
| 7 at 40 SE | 138,999 | 144,757 | 80,583 | -4.0% | 72.5% | |
| 7 at 40 SW | 140,459 | 130,619 | 81,233 | 7.5% | 72.9% | |
| 7 at W 37 NE | 74,539 | 83,710 | 42,555 | -11.0% | 75.2% | |
| 7 at W 37 NW | 104,701 | 104,323 | 73,105 | 0.4% | 43.2% | |
| 7 at W 37 SE | 106,912 | 103,108 | 61,567 | 3.7% | 73.7% | |
| 7 at W 37 SW | 170,266 | 172,642 | 103,039 | -1.4% | 65.2% | |
| 8 at W 36 NE | 151,515 | 146,492 | 79,512 | 3.4% | 90.6% | |
| 8 at W 36 NW | 160,199 | 158,599 | 87,609 | 1.0% | 82.9% | |
| 8 at W 36 SE | 150,731 | 151,620 | 89,796 | -0.6% | 67.9% | |
| 8 at W 36 SW | 149,207 | 152,150 | 72,702 | -1.9% | 105.2% | |
| Broadway 1400 Pedestrian Zone | 36,793 | 32,827 | 32,127 | 12.1% | 14.5% | |
| Broadway at 1359 | 156,801 | 160,992 | 93,052 | -2.6% | 68.5% | |
| Broadway at 1370 | 60,320 | 64,370 | 34,900 | -6.3% | 72.8% | |
| Broadway at 1411 | 121,758 | 119,932 | 69,425 | 1.5% | 75.4% | |
| Broadway at 1430 | 141,317 | 142,687 | 91,128 | -1.0% | 55.1% | |
| W 36 at 8 NE | 45,663 | 46,647 | 27,854 | -2.1% | 63.9% | |
| W 36 at 8 NW | 73,056 | 72,063 | 45,953 | 1.4% | 59.0% | |
| W 36 at 8 SE | 59,926 | 60,317 | 37,909 | -0.6% | 58.1% | |
| W 36 at 8 SW | 68,416 | 74,174 | 34,709 | -7.8% | 97.1% | |
| W 37 at 7 NW | 31,344 | 39,884 | 22,932 | -21.4% | 36.7% | |
| W 37 at 7 SE | 46,553 | 46,452 | 27,321 | 0.2% | 70.4% | |
| W 37 at 7 SW | 40,627 | 40,554 | 24,124 | 0.2% | 68.4% | |



- 7 at W 37 SW, 5.8 %
- 6th Avenue at 1032, 5.5 %
- 8 at W 36 NW, 5.4 %
- Broadway at 1359, 5.3 %
- 8 at W 36 NE, 5.2 %
- 8 at W 36 SE, 5.1 %
- 8 at W 36 SW, 5.1 %
- Broadway at 1430, 4.8 %
- 7 at 40 SW, 4.8 %
- 7 at 40 SE, 4.7 %
- 40 at 7 SE, 4.7 %

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 42 , 2021 Vs Week 1, 2020 to Week 42 , 2020

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year. Week 42, 2021 Vs Week 42, 2020

Week on Week % Change is the % change in footfall for this week from the previous week. Week 42 2021 Vs Week 41 2021

2021 versus 2019 comparison follows on subsequent pages

2019 comparison for Garment District

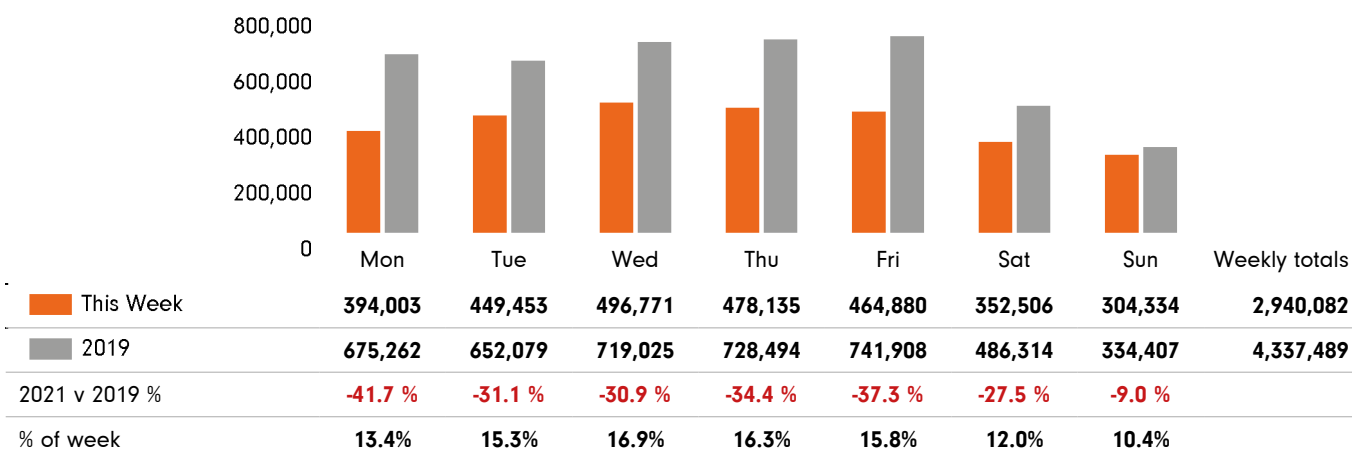
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2021 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your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

Headlines

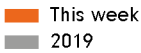






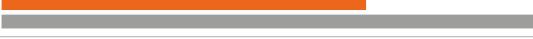
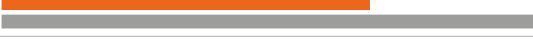




















| | Year to date % 2021 Vs 2019 | Year on year % 2021 Vs 2019 |
|------------------|--------------------------------|--------------------------------|
| Garment District | -51.2 % | -32.2 % |
| USA | -48.8 % | -37.7 % |

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 | 82,968 | 63,352 | 31.0 % |  |
| 40 at 7 SE | 137,110 | 200,493 | -31.6 % |  |
| 40 at 7 SW | 86,849 | 69,561 | 24.9 % |  |
| 6th Avenue at 1032 | 161,137 | 259,981 | -38.0 % |  |
| 6th Avenue at 1033 | 106,875 | 196,101 | -45.5 % |  |
| 7 at 40 NW | 135,041 | 88,761 | 52.1 % |  |
| 7 at 40 SE | 138,999 | 251,506 | -44.7 % |  |
| 7 at 40 SW | 140,459 | 207,035 | -32.2 % |  |
| 7 at W 37 NE | 74,539 | 107,698 | -30.8 % |  |
| 7 at W 37 NW | 104,701 | 272,638 | -61.6 % |  |
| 7 at W 37 SE | 106,912 | 160,982 | -33.6 % |  |
| 7 at W 37 SW | 170,266 | 273,679 | -37.8 % |  |
| 8 at W 36 NE | 151,515 | 255,094 | -40.6 % |  |
| 8 at W 36 NW | 160,199 | 171,665 | -6.7 % |  |
| 8 at W 36 SE | 150,731 | 249,370 | -39.6 % |  |
| 8 at W 36 SW | 149,207 | 191,841 | -22.2 % |  |
| Broadway 1400 Pedestrian Zone | 36,793 | 0 | |  |
| Broadway at 1359 | 156,801 | 235,229 | -33.3 % |  |
| Broadway at 1370 | 60,320 | 87,886 | -31.4 % |  |
| Broadway at 1411 | 121,758 | 220,795 | -44.9 % |  |
| Broadway at 1430 | 141,317 | 282,269 | -49.9 % |  |
| W 36 at 8 NE | 45,663 | 84,798 | -46.2 % |  |
| W 36 at 8 NW | 73,056 | 81,882 | -10.8 % |  |
| W 36 at 8 SE | 59,926 | 92,294 | -35.1 % |  |
| W 36 at 8 SW | 68,416 | 56,678 | 20.7 % |  |
| W 37 at 7 NW | 31,344 | 29,408 | 6.6 % |  |
| W 37 at 7 SE | 46,553 | 82,202 | -43.4 % |  |
| W 37 at 7 SW | 40,627 | 64,291 | -36.8 % |  |