



Week 38, 2023. 18 Sep 2023 - 24 Sep 2023

# Footfall Report for: Garment District

## Weekly Ped Counts

|                  | Year to date % |       | Year on year % |       | Week on week % |       |
|------------------|----------------|-------|----------------|-------|----------------|-------|
|                  | 2023           | 2022  | 2023           | 2022  | 2023           | 2022  |
| Garment District | 11.6%          | 59.1% | -0.4%          | 28.6% | -6.2%          | -3.8% |
| USA              | 8.0%           | 52.2% | -2.1%          | 24.6% | -4.5%          | -2.3% |

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

## Headlines

The total number of visitors to Garment District for the last 52 weeks is 184,105,813 which is 13.3% up on the previous year.

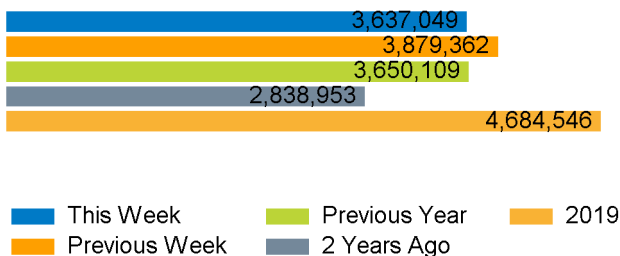
The total number of visitors for the year to date is 134,704,197 which is 11.6% up on the previous year.

The total number of visitors to Garment District in week commencing 18 September 2023 was 3,637,049.

The busiest day in week commencing 18 September 2023 was Tuesday with 726,269 visitors.

The peak hour of the week was 17:00 on Tuesday 19 September 2023 with footfall of 61,003.

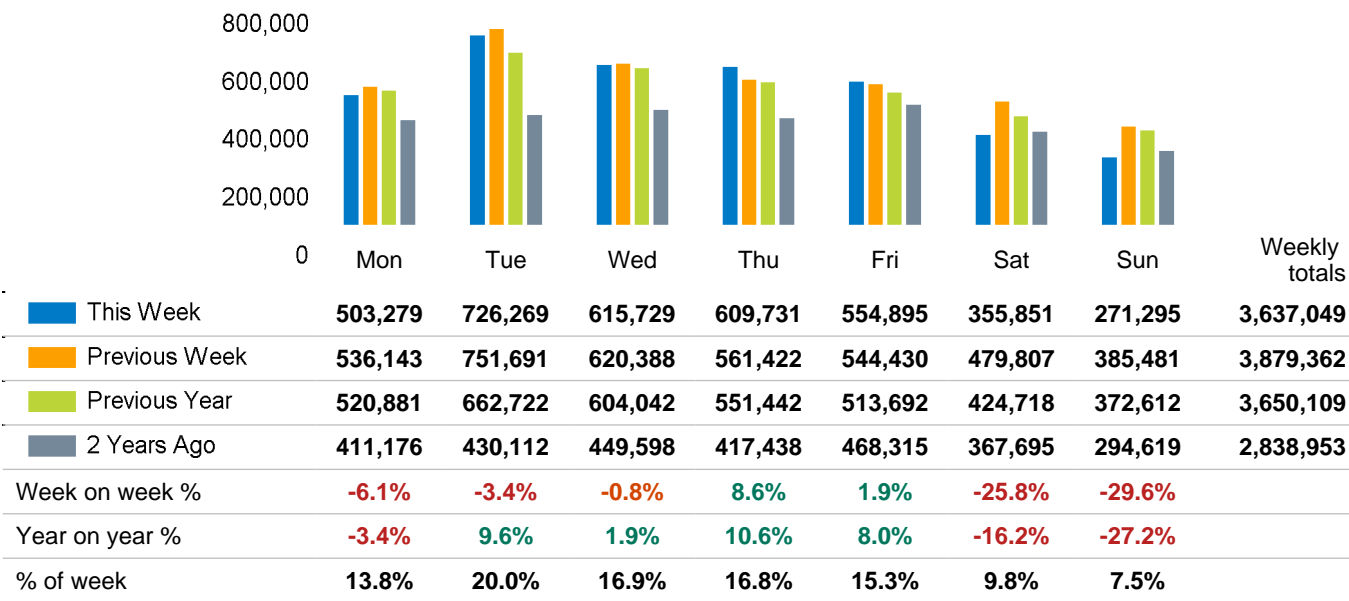
## Ped Counts by week



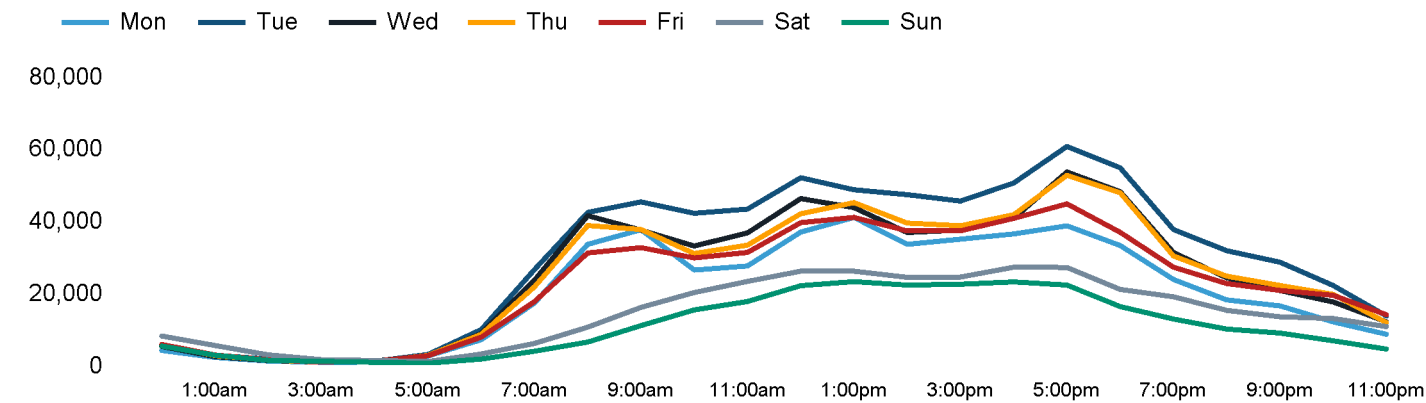
## Weather

|               | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---------------|-----|-----|-----|-----|-----|-----|-----|
| This week     | 76° | 72° | 73° | 73° | 72° | 69° | 65° |
| Previous week | 80° | 82° | 82° | 79° | 76° | 75° | 76° |
| Previous year | 88° | 81° | 81° | 73° | 63° | 72° | 75° |

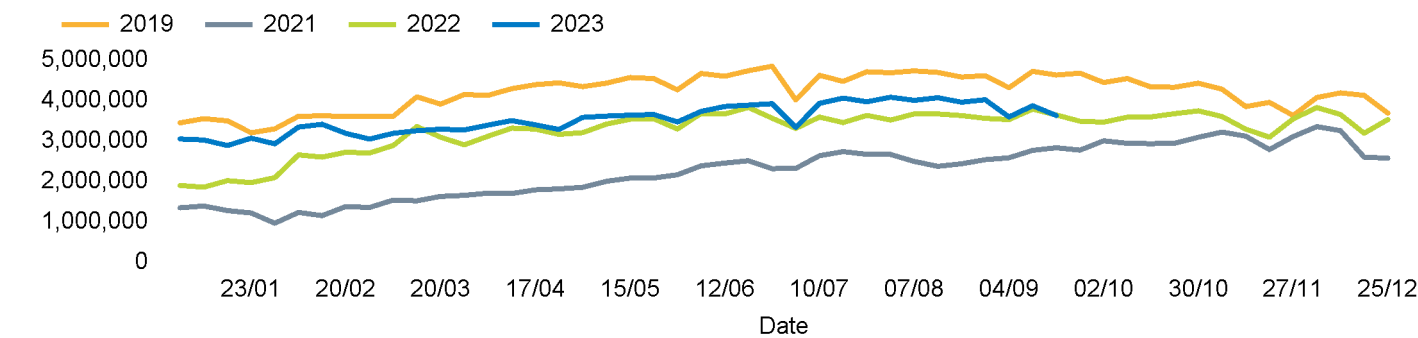
Ped Counts by day



Ped Counts by hour



Ped Counts by week



## Ped Counts by location

|                               | This week | % share of total week | Previous week | Previous year | Week on week % | Year on year % | <div> <div>This week</div> <div>Previous week</div> <div>Prev Year</div> </div> |
|-------------------------------|-----------|-----------------------|---------------|---------------|----------------|----------------|---|
| 40 at 7 NW                    | 91,818    | 2.5%                  | 81,891        | 90,224        | 12.1%          | 1.8%           |   |
| 40 at 7 SE                    | 149,797   | 4.1%                  | 181,361       | 142,561       | -17.4%         | 5.1%           |   |
| 40 at 7 SW                    | 133,156   | 3.7%                  | 135,434       | 105,652       | -1.7%          | 26.0%          |   |
| 6th Avenue at 1032            | 209,347   | 5.8%                  | 224,516       | 196,026       | -6.8%          | 6.8%           |   |
| 6th Avenue at 1033            | 158,409   | 4.4%                  | 160,922       | 153,987       | -1.6%          | 2.9%           |   |
| 7 at 40 NW                    | 187,435   | 5.2%                  | 210,511       | 191,477       | -11.0%         | -2.1%          |   |
| 7 at 40 SE                    | 194,526   | 5.3%                  | 214,043       | 179,917       | -9.1%          | 8.1%           |   |
| 7 at 40 SW                    | 214,482   | 5.9%                  | 231,359       | 197,649       | -7.3%          | 8.5%           |   |
| 7 at W 37 NE                  | 44,462    | 1.2%                  | 48,389        | 129,172       | -8.1%          | -65.6%         |   |
| 7 at W 37 NW                  | 63,049    | 1.7%                  | 74,169        | 68,807        | -15.0%         | -8.4%          |   |
| 7 at W 37 SE                  | 129,293   | 3.6%                  | 137,004       | 133,056       | -5.6%          | -2.8%          |   |
| 7 at W 37 SW                  | 168,822   | 4.6%                  | 173,588       | 156,379       | -2.7%          | 8.0%           |   |
| 8 at W 36 NE                  | 170,570   | 4.7%                  | 180,594       | 167,805       | -5.6%          | 1.6%           |   |
| 8 at W 36 NW                  | 159,410   | 4.4%                  | 171,157       | 177,654       | -6.9%          | -10.3%         |   |
| 8 at W 36 SE                  | 90,035    | 2.5%                  | 95,450        | 117,061       | -5.7%          | -23.1%         |   |
| 8 at W 36 SW                  | 250,199   | 6.9%                  | 266,183       | 242,501       | -6.0%          | 3.2%           |   |
| Broadway 1400 Pedestrian Zone | 41,120    | 1.1%                  | 43,122        | 38,309        | -4.6%          | 7.3%           |   |
| Broadway at 1359              | 261,095   | 7.2%                  | 275,632       | 217,839       | -5.3%          | 19.9%          |   |
| Broadway at 1370              | 107,850   | 3.0%                  | 111,842       | 100,230       | -3.6%          | 7.6%           |   |
| Broadway at 1411              | 155,233   | 4.3%                  | 163,153       | 149,727       | -4.9%          | 3.7%           |   |
| Broadway at 1430              | 178,193   | 4.9%                  | 187,762       | 194,287       | -5.1%          | -8.3%          |   |
| W 36 at 8 NE                  | 53,685    | 1.5%                  | 56,616        | 56,379        | -5.2%          | -4.8%          |   |
| W 36 at 8 NW                  | 73,020    | 2.0%                  | 76,970        | 89,645        | -5.1%          | -18.5%         |   |
| W 36 at 8 SE                  | 63,883    | 1.8%                  | 67,505        | 69,144        | -5.4%          | -7.6%          |   |
| W 36 at 8 SW                  | 113,169   | 3.1%                  | 121,970       | 103,240       | -7.2%          | 9.6%           |   |
| W 37 at 7 NW                  | 46,928    | 1.3%                  | 49,783        | 47,898        | -5.7%          | -2.0%          |   |
| W 37 at 7 SE                  | 80,949    | 2.2%                  | 91,118        | 78,841        | -11.2%         | 2.7%           |   |
| W 37 at 7 SW                  | 47,114    | 1.3%                  | 47,318        | 54,642        | -0.4%          | -13.8%         |   |

Reporting dates

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This week - 18 September 2023 - 24 September 2023

Year to Date % Change is the annual % change in footfall from January of this year compared to the same period last year. Week 1, 2023 to Week 38 , 2023 Vs Week 1, 2022 to Week 38 , 2022

Year on Year % Change is the % change in footfall for this week compared to the same week in the previous year.Week 38, 2023 Vs Week 38, 2022

Week on Week % Change is the % change in footfall for this week from the previous week. Week 38 2023 Vs Week 37 2023

## 2019 Comparison for: Garment District

### 2019 comparison for Garment District

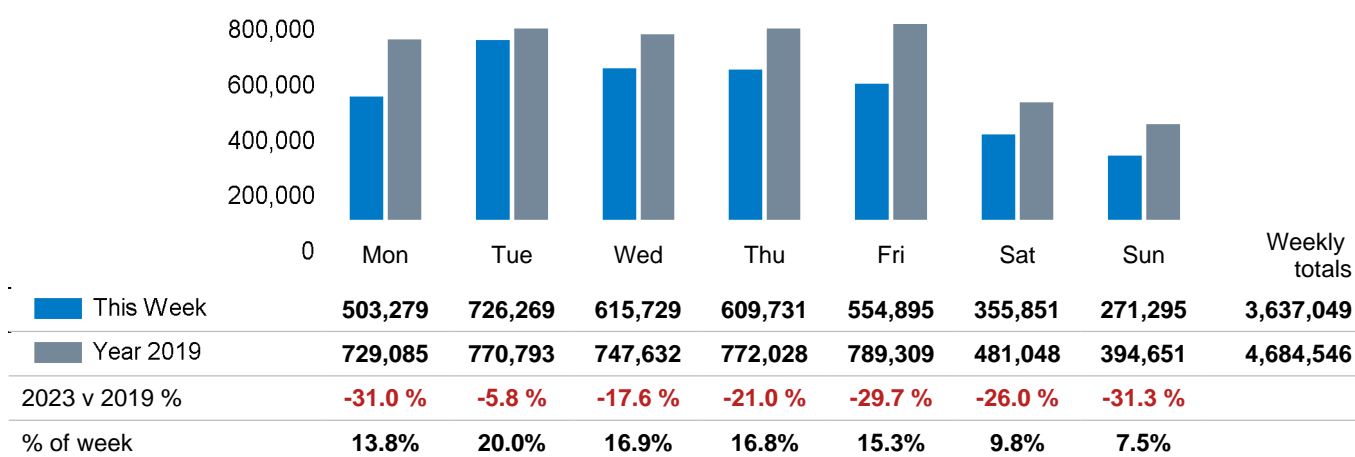
The impact of Covid-19 on footfall means that subsequent to the anniversary of Lockdown 1 (23rd March 2021), it is important to add a further annual comparison of 2022 versus 2019 in order to provide a comparison to the last normal trading year. This is provided in the section *below* and shows your current performance in 2022 against the similar time period in 2019

### Headlines

|                  | Year to date %<br>2023 Vs 2019 | Year on year %<br>2023 Vs 2019 |
|------------------|--------------------------------|--------------------------------|
| Garment District | <b>-16.7 %</b>                 | <b>-22.4 %</b>                 |
| USA              | <b>-22.4 %</b>                 | <b>-25.4 %</b>                 |

Garment District is compared to the high street index.

### Ped Counts by day



## Ped Counts by location

|                               | This week | 2019    | 2023 - 2019 % | <div style="display: inline-block; width: 15px; height: 10px; background-color: #007bff; margin-right: 5px;"></div> This week <div style="display: inline-block; width: 15px; height: 10px; background-color: #6c757d; margin-left: 10px; margin-right: 5px;"></div> Year 2019 |
|-------------------------------|-----------|---------|---------------|--|
| 40 at 7 NW                    | 91,818    | 70,608  | 30.0 %        |  |
| 40 at 7 SE                    | 149,797   | 211,474 | -29.2 %       |  |
| 40 at 7 SW                    | 133,156   | 79,379  | 67.7 %        |  |
| 6th Avenue at 1032            | 209,347   | 282,779 | -26.0 %       |  |
| 6th Avenue at 1033            | 158,409   | 203,879 | -22.3 %       |  |
| 7 at 40 NW                    | 187,435   | 109,803 | 70.7 %        |  |
| 7 at 40 SE                    | 194,526   | 271,584 | -28.4 %       |  |
| 7 at 40 SW                    | 214,482   | 232,146 | -7.6 %        |  |
| 7 at W 37 NE                  | 44,462    | 118,864 | -62.6 %       |  |
| 7 at W 37 NW                  | 63,049    | 289,676 | -78.2 %       |  |
| 7 at W 37 SE                  | 129,293   | 168,985 | -23.5 %       |  |
| 7 at W 37 SW                  | 168,822   | 277,993 | -39.3 %       |  |
| 8 at W 36 NE                  | 170,570   | 234,885 | -27.4 %       |  |
| 8 at W 36 NW                  | 159,410   | 186,725 | -14.6 %       |  |
| 8 at W 36 SE                  | 90,035    | 230,536 | -60.9 %       |  |
| 8 at W 36 SW                  | 250,199   | 244,866 | 2.2 %         |  |
| Broadway 1400 Pedestrian Zone | 41,120    | 0       |               |  |
| Broadway at 1359              | 261,095   | 233,753 | 11.7 %        |  |
| Broadway at 1370              | 107,850   | 103,043 | 4.7 %         |  |
| Broadway at 1411              | 155,233   | 248,940 | -37.6 %       |  |
| Broadway at 1430              | 178,193   | 319,615 | -44.2 %       |  |
| W 36 at 8 NE                  | 53,685    | 85,685  | -37.3 %       |  |
| W 36 at 8 NW                  | 73,020    | 93,909  | -22.2 %       |  |
| W 36 at 8 SE                  | 63,883    | 94,529  | -32.4 %       |  |
| W 36 at 8 SW                  | 113,169   | 93,731  | 20.7 %        |  |
| W 37 at 7 NW                  | 46,928    | 38,574  | 21.7 %        |  |
| W 37 at 7 SE                  | 80,949    | 90,824  | -10.9 %       |  |
| W 37 at 7 SW                  | 47,114    | 67,761  | -30.5 %       |  |