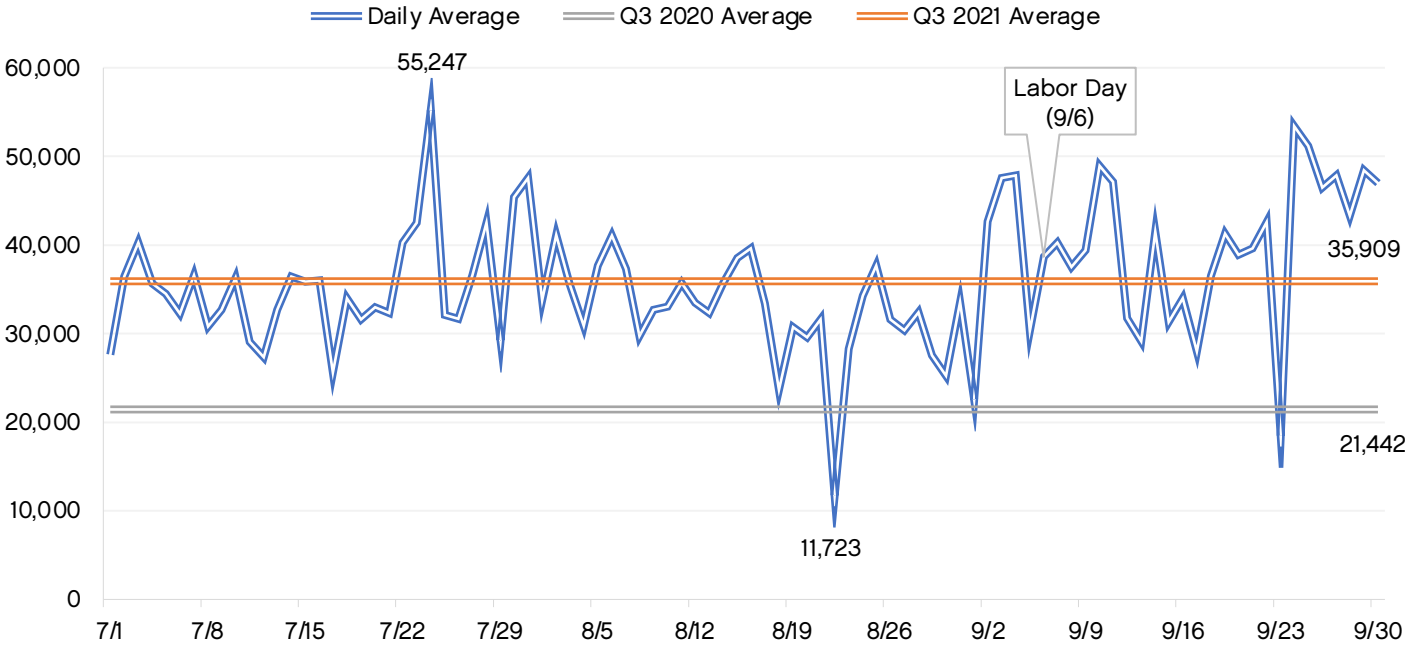




# Flatiron Plaza Pedestrian Counts

## Q3 2021

### FLATIRON PLAZAS DAILY PEDESTRIAN COUNTS (JULY - SEPTEMBER)



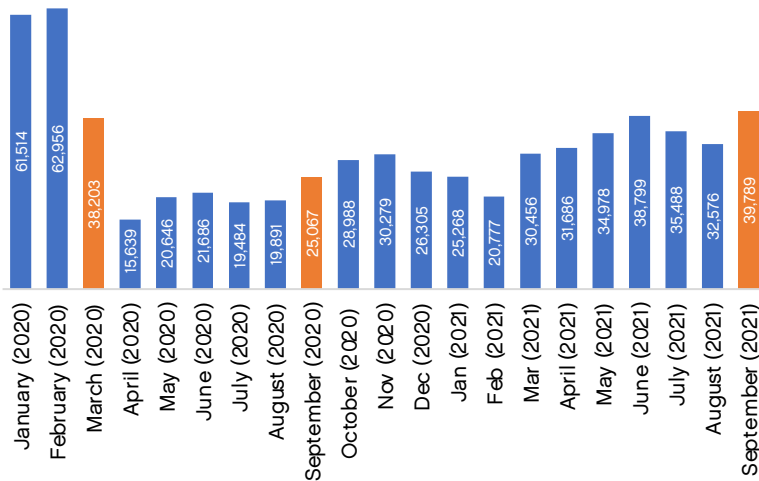
This quarter welcomed over **3.3 million** visitors to the heart of Flatiron with an average of **35,909** pedestrian movements each day. September marked the highest daily average since the start of the pandemic in March 2020 (**39,789** per day). The peak count for the quarter was Saturday, July 24th as **55,000+** people visited the Disney+ activation on the North Plaza.

Mirroring 2020 trends, pedestrian activity dipped slightly in July and August before rising after Labor Day. September volumes **increased 22%** from August with an additional **7,200** daily pedestrian movements.



### Daily Pedestrian Averages

Flatiron Public Plazas



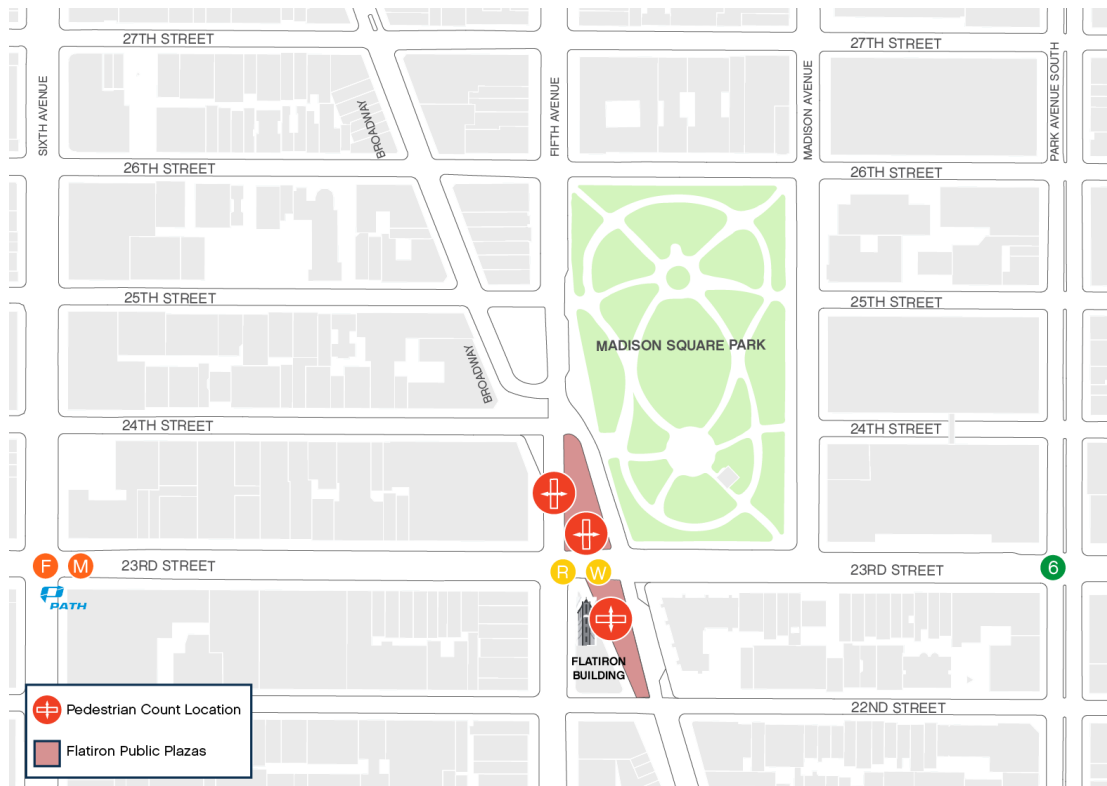
# 59% increase

Plaza pedestrian volumes in September 2021 compared to September 2020



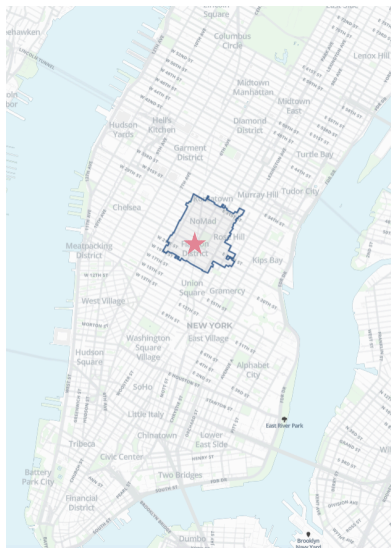
# Flatiron Plaza Pedestrian Counts

## Q3 2021



Interested in hosting an event on the Flatiron Public Plazas?

Please review the [Flatiron Public Plazas Fee Schedule](#) & contact Kurt Cavanaugh for details.



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