



HUDSON YARDS®

NEW YORK

EVENT FACT PACK

MANHATTAN'S NEWEST NEIGHBORHOOD



HIGHLY-ACCESSIBLE
MAGNETIC
DESTINATION

14M
ANNUAL VISITORS
to Hudson Yards

NEIGHBORHOOD
VENUE ATTENDANCE

11.6M
Annual Ridership
No.7 subway:
34th St./HY Station

2M
Annual attendees
Javits Center

8M
Annual visitors
High Line

3.6M
Annual attendees
Madison Square Garden



HUDSON YARDS EVENT LOCATIONS

- 1 PUBLIC SQUARE AND GARDENS:
MAIN PLAZA
- 2 PUBLIC SQUARE AND GARDENS:
NORTHEAST PAVILION
- 3 PUBLIC SQUARE AND GARDENS:
VESSEL
- 4 PUBLIC SQUARE AND GARDENS:
THE BOSQUE
- 5 PUBLIC SQUARE AND GARDENS:
THE CURVE
- 6 PUBLIC SQUARE AND GARDENS:
THE LANDING
- 7 PUBLIC SQUARE AND GARDENS:
THE PATIO

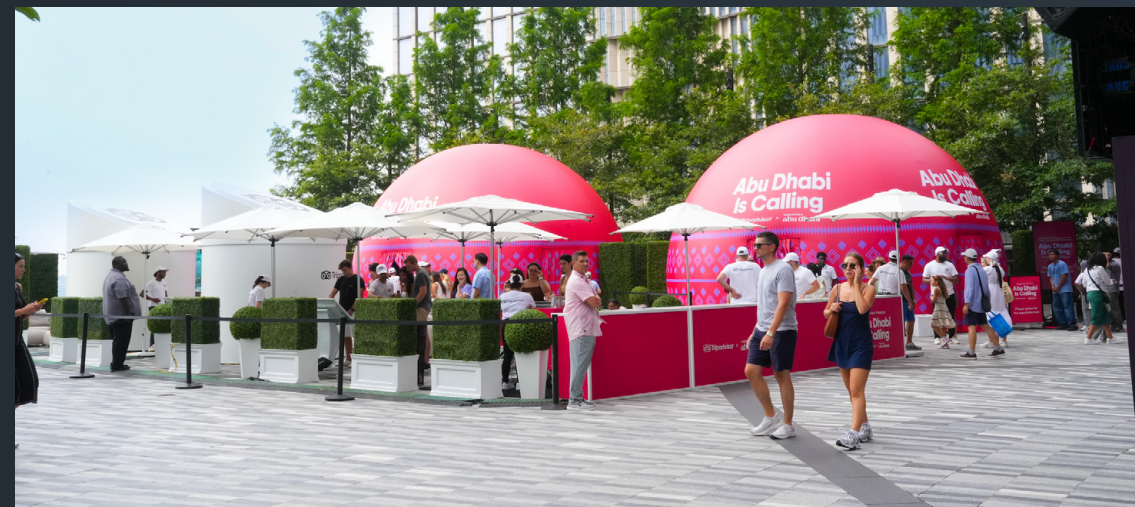


1 PUBLIC SQUARE AND GARDENS: MAIN PLAZA



- SQUARE FOOTAGE: 17,800
- CAPACITY (STANDING): 2,000
- APPROXIMATE DIMENSIONS OF USABLE FOOTPRINT: 60' X 60' OR 80' X 20'

1 PUBLIC SQUARE AND GARDENS: MAIN PLAZA



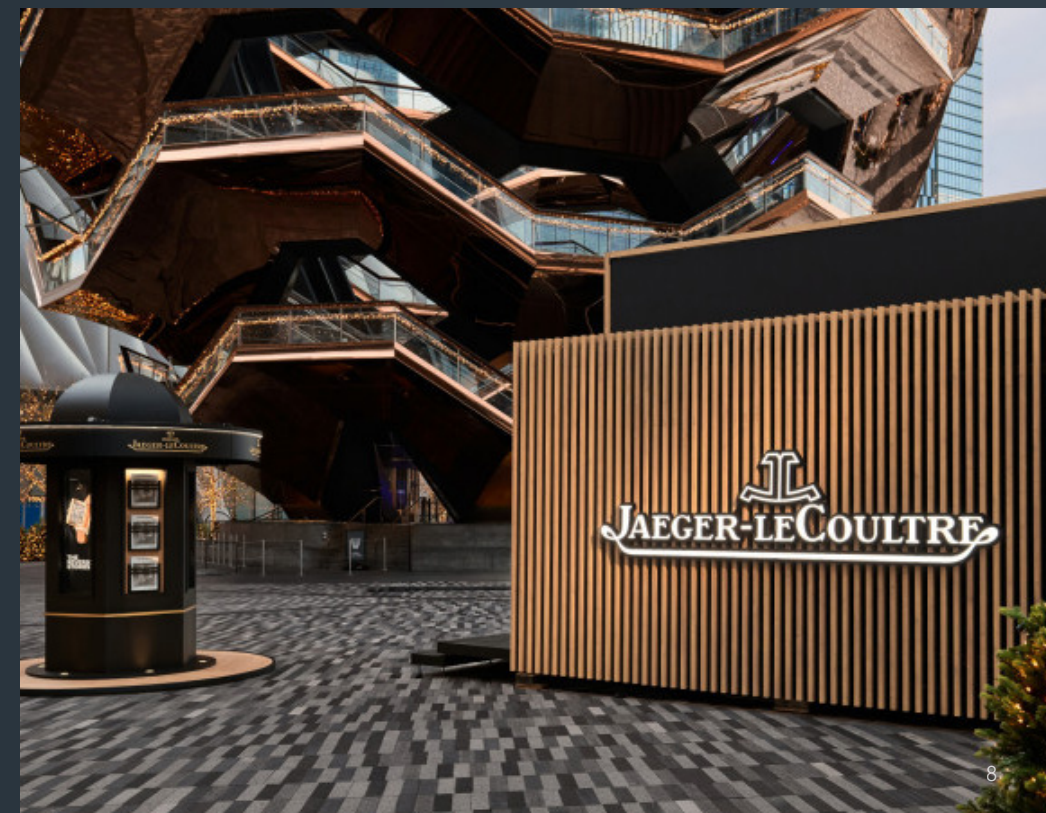
2

PUBLIC SQUARE AND GARDENS: NORTHEAST PAVILION



- SQUARE FOOTAGE: 1,600
- CAPACITY (STANDING): 550
- APPROXIMATE DIMENSIONS OF USABLE FOOTPRINT: 40' X 40'

2 PUBLIC SQUARE AND GARDENS: NORTHEAST PAVILION

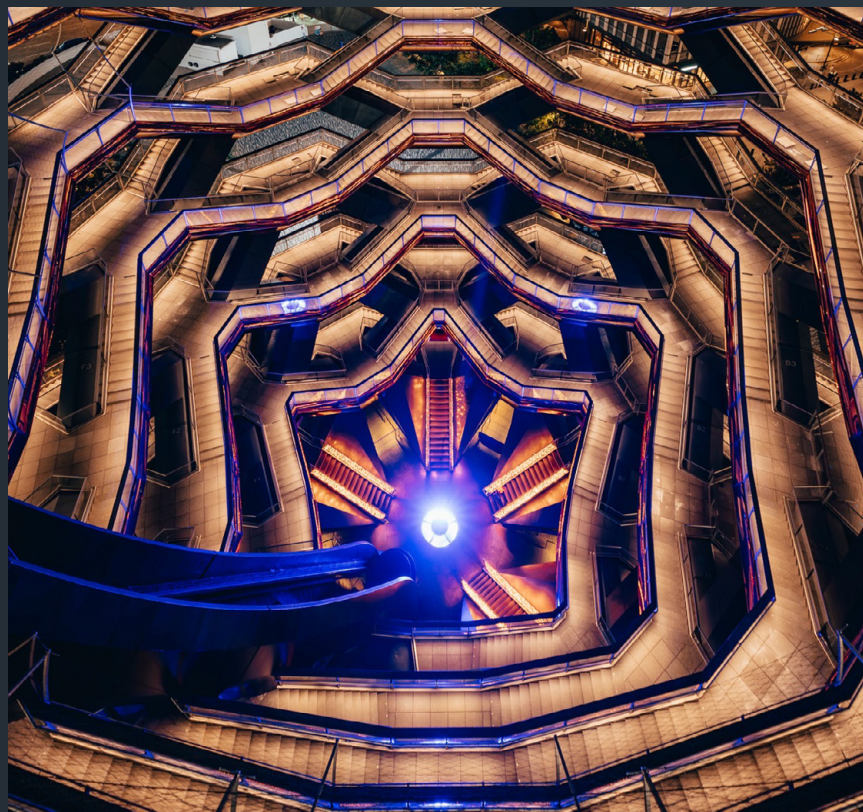


3 PUBLIC SQUARE AND GARDENS: VESSEL



- CAPACITY: 750
- 8 LEVELS
- 80 LANDINGS

3 PUBLIC SQUARE AND GARDENS: VESSEL





- SQUARE FOOTAGE: 675
- CAPACITY (STANDING): 300
- APPROXIMATE DIMENSIONS OF USABLE FOOTPRINT: 45' X 15'

4 PUBLIC SQUARE AND GARDENS: THE BOSQUE



5

PUBLIC SQUARE AND GARDENS: THE CURVE



- SQUARE FOOTAGE: 600
- CAPACITY (STANDING): 200
- APPROXIMATE DIMENSIONS OF USABLE FOOTPRINT: 60' X 10'

5 PUBLIC SQUARE AND GARDENS: THE CURVE





- SQUARE FOOTAGE: 1,200
- CAPACITY (STANDING): 350
- APPROXIMATE DIMENSIONS OF USABLE FOOTPRINT: 20' X 60'

6 PUBLIC SQUARE AND GARDENS: THE LANDING



7 PUBLIC SQUARE AND GARDENS: THE PATIO



- SQUARE FOOTAGE: 100
- APPROXIMATE DIMENSIONS OF USABLE FOOTPRINT: 10' X 10'

7 PUBLIC SQUARE AND GARDENS: THE PATIO



ABOUT HUDSON YARDS



OUR AUDIENCE

INCOME

27% 0 – \$49K	22% \$50K – \$99K	31% \$100K – \$249K	20% \$250K+
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AGE

15% 18-24	32% 25-35	18% 36-45	15% 46-54	20% 55+
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MAJORITY OF HUDSON YARDS VISITORS ARE FROM THE GREATER NEW YORK AREA

17% INTERNATIONAL	25% OTHER US STATES	61% NEW YORK DMA
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HUDSON YARDS BY THE NUMBERS

FOOT TRAFFIC

14M TOTAL VISITORS

WEBSITE VISITS

5.4M PAGEVIEWS

3.1M VISITS

NEWSLETTER VOLUME

46.9M EMAILS DELIVERED

57.8% AVERAGE OPEN RATE

EARNED MEDIA HIGHLIGHTS

6M+ LUNAR NEW YEAR

952M+ BACKYARD

854M+ FLEURS DE VILLES

567M+ HOLIDAY

2.4B+ TOTAL EARNED MEDIA IMPRESSIONS

ORGANIC SOCIAL MEDIA

128.3M+ IMPRESSIONS

36 INFLUENCER COLLABS

306.7K+ TOTAL SOCIAL FOLLOWERS

ALL-DAY DINING

VIBRANT VENUES THAT OFFER
DIVERSE CULINARY EXPERIENCES
— FROM CELEBRATED CHEFS
TO POPULAR EATERIES TO
LOCALLY SOURCED MARKETS



NEXT-LEVEL RETAIL

THE SHOPS AT HUDSON YARDS
PROVIDE EASY ACCESS
TO RETAIL EXPERIENCES SPANNING
LUXURY TO FAST FASHION

Aēsop.



alo

ARITZIA

AROMA360

CALZEDONIA
ITALIAN LEGWEAR & BEACHWEAR



THE
CONSERVATORY



FALCONERI

Fellow
Barber™



intimissimi
THE ART OF ITALIAN LINGERIE

kate spade
NEW YORK



FENDI
ROMA

IWC
SCHAFFHAUSEN



PIQ



Jo MALONE
LONDON



Madewell

MANGO

**MARC
JACOBS**

MONICA
RICH
KOSANN



PANDORA



MESSIKA
PARIS

MOSCHINO

RHONE
XXX

ROBERTO COIN



SCANLAN THEODORE

SLT

**S
STUDS**

SUITSUPPLY

s u d a y s



Theory



ZARA



BVLGARI *Cartier*

DIOR



LOUIS VUITTON **MARLI**
NEW YORK

PANERAI

PIAGET



TIFFANY & Co.

Van Cleef & Arpels

WATCHES of
SWITZERLAND

HUDSON YARDS
COLLABORATION
NETWORK

A TRULY COLLABORATIVE COMMUNITY
WITH PEOPLE AND BRANDS THAT
ELEVATE EACH OTHER



ON-SITE SIGNAGE



MAKE AN IMPACT. BE VISUAL.
LEAVE IMPRESSIONS.

HUDSON YARDS OFFERS BOTH INDOOR
AND OUTDOOR STATIC SIGNAGE
OPTIONS IN OUR MOST HIGH-TRAFFIC
AREAS ACROSS THE NEIGHBORHOOD



- 14 LARGE FORMAT BACKLIT VITRINES
- 6 LARGE FORMAT BACKLINE VITRINES
- 2 DOUBLE SIDED, 50' BANNERS
- 11TH AVENUE WALL

Other custom signage opportunities available

HUDSON YARDS®

NEW YORK

Jane Buckley

Partnerships and Events

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