

Hudson Yards: The On-Site Workforce of Manhattan's New Hub

Dive into the data to explore shifting work patterns among Manhattan's on-site employees and to examine emerging trends in the fast-growing Hudson Yards neighborhood.

- 1. Commuters are returning to Manhattan:** After dropping during the pandemic, the share of Manhattan employee visits originating off the island has begun to rebound. In Q2 2024, 54.7% of visits to Manhattan by local workers originated from elsewhere – up from 43.9% in 2021, but not quite back to the nearly 60% observed in 2019.
- 2. Hudson Yards-based employees come in less frequently than they did pre-pandemic.** In August 2024, nearly a third (32.5%) of Hudson Yards-based workers came in between five and nine times during the month – compared to just 11.5% in August 2019.
- 3. New buildings draw more frequent long-distance commuters.** In August 2024, new skyscrapers within Hudson Yards outpaced older buildings in their share of employees visiting 10+ times from at least 30 miles away. Workers in these buildings may have been enticed, in part, by newer, more advanced amenities.
- 4. Hudson Yards attracts young professionals.** Between August 2019 and August 2024, Hudson Yards' captured market saw its share of the young-professional "Apprentices" segment grow from 5.8% to 10.5% – a more marked increase than that seen by other local hubs.

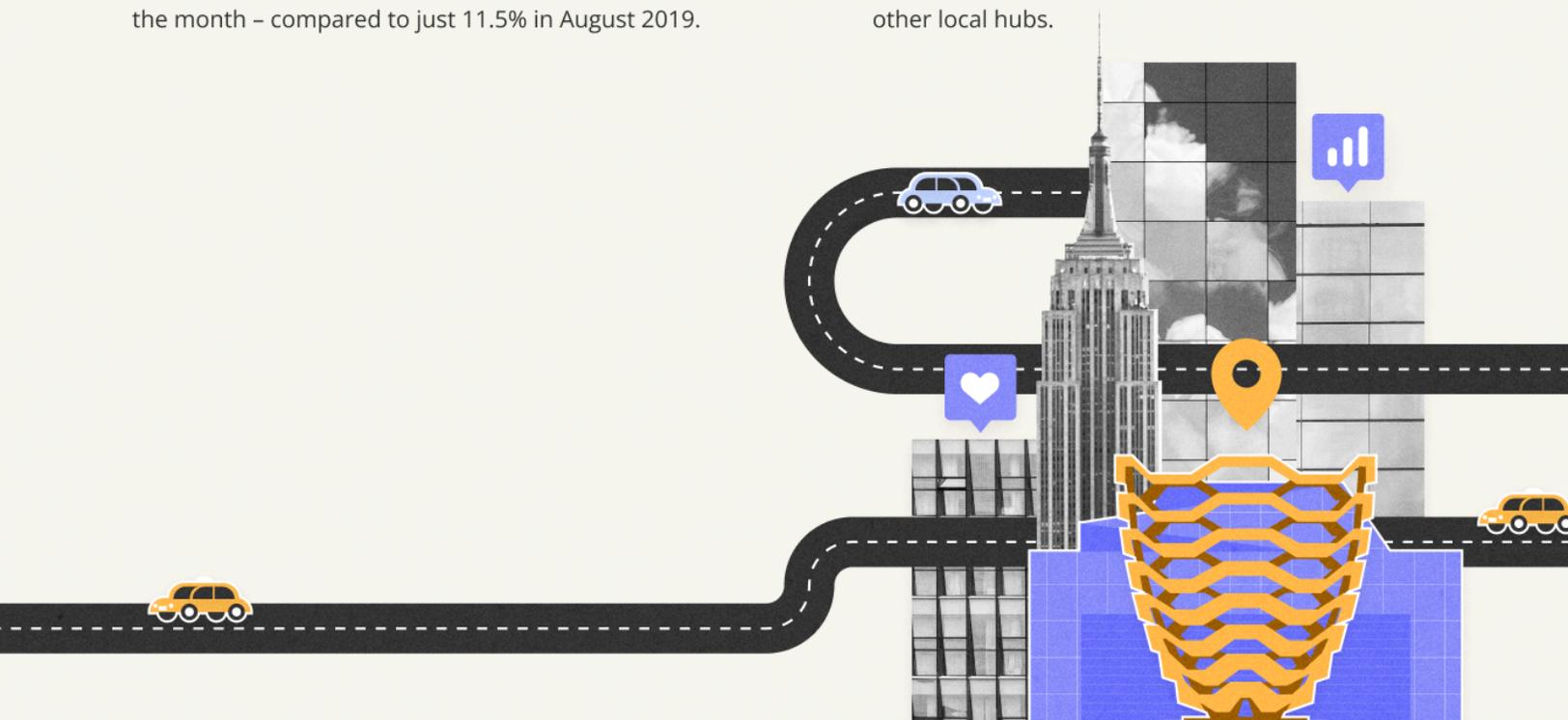


Table of Contents

The Beat of the Borough	3
Return of the Commuter	3
Spotlight on Hudson Yards	4
A Hyper-Hybrid Environment	4
New Buildings Worth The Commute	6
Hudson Yards Young	7
At Work In Manhattan: A Mix Of Old And New	8

New York City is one of the world's leading [commercial centers](#) – and Manhattan, home to some of the nation's most prominent [corporations](#), is at its epicenter. Manhattan's substantial in-office workforce has helped make New York a post-pandemic office recovery [leader](#), outpacing most other major U.S. hubs. And the plethora of healthcare, service, and other on-site workers that keep the island humming along also contribute to its thriving employment landscape.

Using the latest location analytics, this report examines the shifting dynamics of the many on-site workers employed in Manhattan and the up-and-coming [Hudson Yards](#) neighborhood. Where does today's Manhattan workforce come from? How often do on-site employees visit Hudson Yards? And how has the share of young professionals across Manhattan's different districts shifted since the pandemic?

Read on to find out.

The Beat of the Borough

Return of the Commuter

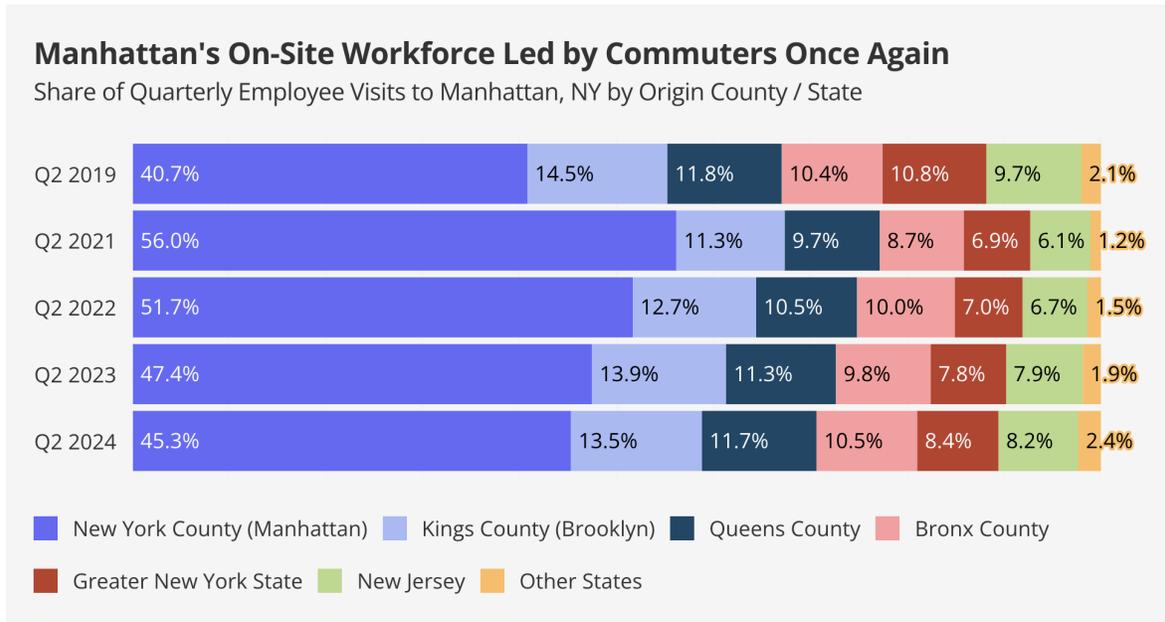
The [rise](#) in work-from-home (WFH) trends during the pandemic and the [persistence](#) of hybrid work have changed the face of commuting in Manhattan.

In Q2 2019, nearly 60% of employee visits to Manhattan originated off the island. But in Q2 2021, that share fell to just 43.9% – likely due to many commuters avoiding public transportation and practicing social distancing during COVID.

Since Q2 2022, however, the share of employee visits to Manhattan from outside the borough has rebounded – steadily approaching, but not yet reaching, pre-pandemic levels. By Q2 2024, 54.7% of employee visits to Manhattan originated from elsewhere – likely a reflection of the Big Apple's accelerated [RTO](#) that is drawing in-office workers back into the city.

Unsurprisingly, some nearby boroughs – including Queens and the Bronx – have seen their share of Manhattan worker visits bounce back to what they were in 2019, while

further-away areas of New York and New Jersey continue to lag behind. But Q2 2024 also saw an increase in the share of Manhattan workers commuting from other states – both compared to 2023 and compared to 2019 – perhaps reflecting the rise of [super commuting](#).



Spotlight on Hudson Yards

A Hyper-Hybrid Environment

Commuting into Manhattan is on the rise – but how often are employees making the trip? Diving into the data for employees based in [Hudson Yards](#) – Manhattan’s [newest](#) retail, office, and residential hub, which was [officially](#) opened to the public in March 2019 – reveals that the local workforce favors fewer in-person work days than in the past.

In August 2019, before the pandemic, 60.2% of Hudson Yards-based employees visited the neighborhood at least fifteen times. But by August 2021, the neighborhood’s share of near-full-time on-site workers had begun to drop – and it has

declined ever since. In August 2024, only 22.6% of local workers visited the neighborhood 15+ times throughout the month. Meanwhile, the share of Hudson Yards-based employees making an appearance between five and nine times during the month emerged as the most common visit frequency by August 2022 – and has continued to increase since. In August 2024, 25.0% of employees visited the neighborhood less than five times a month, 32.5% visited between five and nine times, and 19.2% visited between 10 and 14 times.

Like other workers throughout [Manhattan](#), Hudson Yards employees seem to have fully embraced the new hybrid normal – coming into the office between one and four times a week.

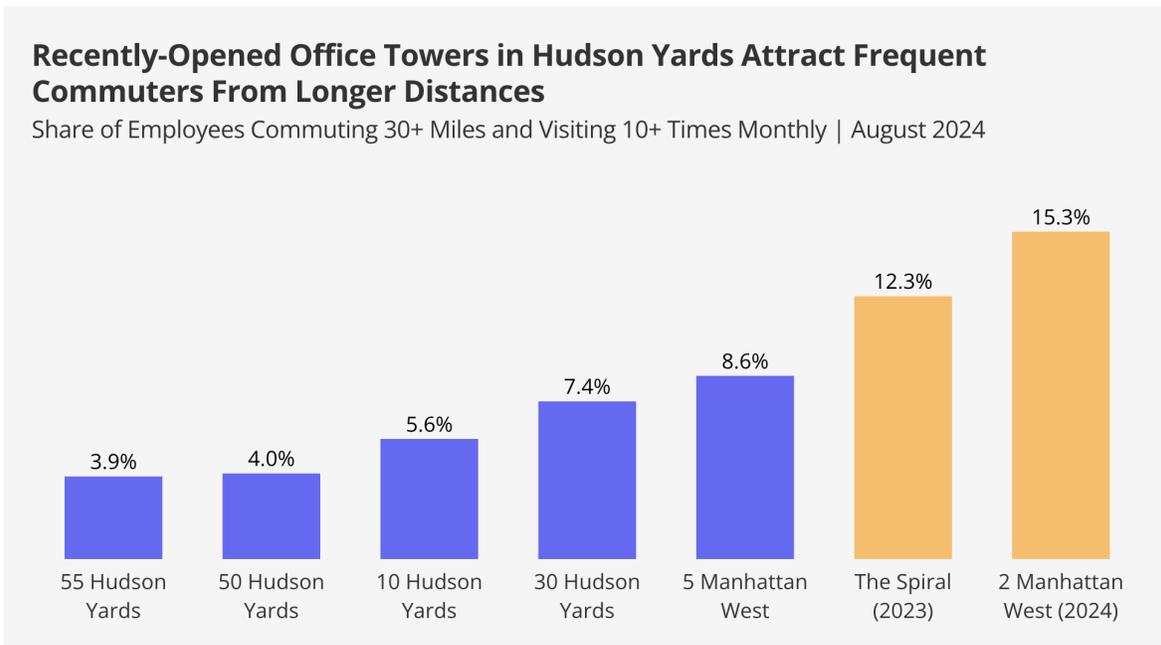


New Buildings Worth The Commute

But not all employment centers in the Hudson Yards neighborhood see the same patterns of on-site work. Some of the newest office buildings in the area appear to attract employees more frequently and from further away than other properties.

Of the Hudson Yards properties analyzed, [Two Manhattan West](#), which was completed this year, attracted the largest share of frequent, long-distance commuters in August 2024 (15.3%) – defined as employees visiting 10+ times per month from at least 30 miles away. And [The Spiral](#), which opened last year, drew the second-largest share of such on-site workers (12.3%).

Employees in these skyscrapers may prioritize in-person work – or have been [encouraged](#) by their employers to return to the office – more than their counterparts in other Hudson Yards buildings. Employees may also choose to come in more frequently to enjoy these properties’ newer and more advanced [amenities](#). And service and shift workers at these properties may also be coming in more frequently to support the buildings’ elevated [occupancy](#).

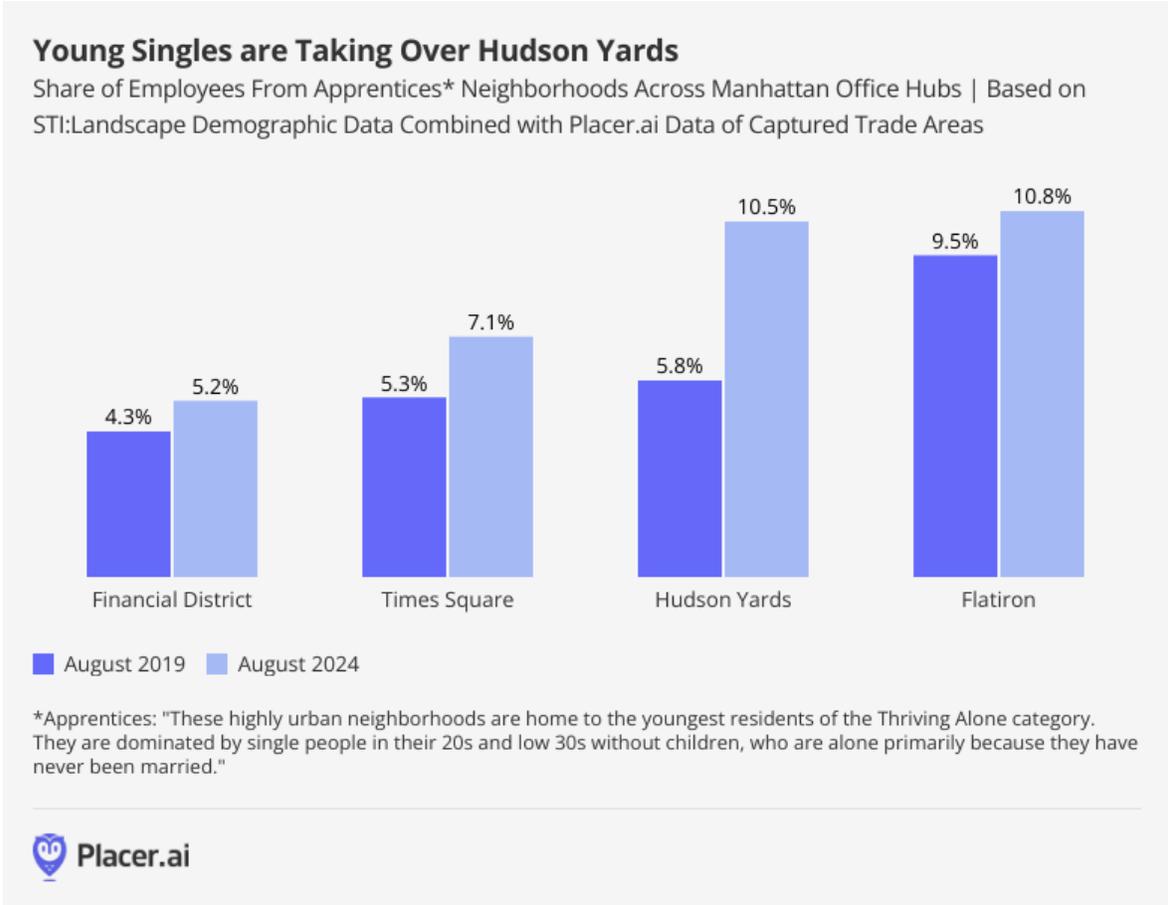


Hudson Yards Young

Diving deeper into the segmentation of on-site employees in the Hudson Yards district provides further insight into this unique on-site workforce.

Analysis of POIs corresponding to several commercial and office hubs in the borough reveals that between August 2019 and August 2024, Hudson Yards' [captured market](#) had the fastest-growing share of employees belonging to [STI: Landscape's](#) "Apprentices" segment, which encompasses young, highly-paid professionals in urban settings.

[Companies](#) looking to attract young talent have already noticed that these young professionals are receptive to Hudson Yards' vibrant atmosphere and collaborative spaces, and describe this as a key factor in their choice to lease local offices.



At Work In Manhattan: A Mix Of Old And New

Manhattan is a bastion of commerce, and its strong on-site workforce has helped lead the nation's post-pandemic office recovery. But the dynamics of the many Manhattan-based workers continues to shift. And as new commercial and residential hubs emerge on the island, workplace trends and the characteristics of employees are almost certain to evolve with them.