



APPLY TO BE IN THE

GRAND CENTRAL HOLIDAY FAIR

November 10–December 24, 2025

Join NYC’s premier indoor holiday makers’ market where millions of visitors shop handmade products in the city’s busiest landmark.

Application Due: May 18

\$115,000

Average Sales per Vendor in 2024

~1 Million

Daily Visitors to Grand Central Terminal During the Holiday Season

2.4 Billion

Media Impressions in 2024

“The most well-known (and accessible) is the Grand Central Holiday Fair inside the city’s transportation crown jewel, Grand Central Terminal.”

Condé Nast
Traveler



For questions, reach out to: gctholidayfair@gmail.com
GrandCentralTerminal.com/Holiday-Fair-Application-2025



GRAND CENTRAL

WHY JOIN THE GRAND CENTRAL HOLIDAY FAIR?

Prime Location: Grand Central Terminal, one of the busiest transit hubs in the world, welcomes almost 1 million daily visitors during the holiday season. Serving commuters from NYC, Connecticut, Westchester, and Long Island, Grand Central is also home to the busiest subway station in the entire NYC subway system.

Unmatched Opportunities: Past vendors have secured wholesale accounts, museum partnerships, book deals, and major retail placements after showcasing at the Grand Central Holiday Fair.

Strong Sales Potential: In 2024, the average sales per vendor exceeded \$115,000, proving this as a lucrative opportunity for business growth.

Robust Promotion: The Holiday Fair is promoted across top-tier media outlets, digital ads, and Grand Central's social platforms, with 300,000+ followers. The 2024 Holiday Fair garnered 2.4 billion media impressions, ensuring brand reach across an impressive audience.

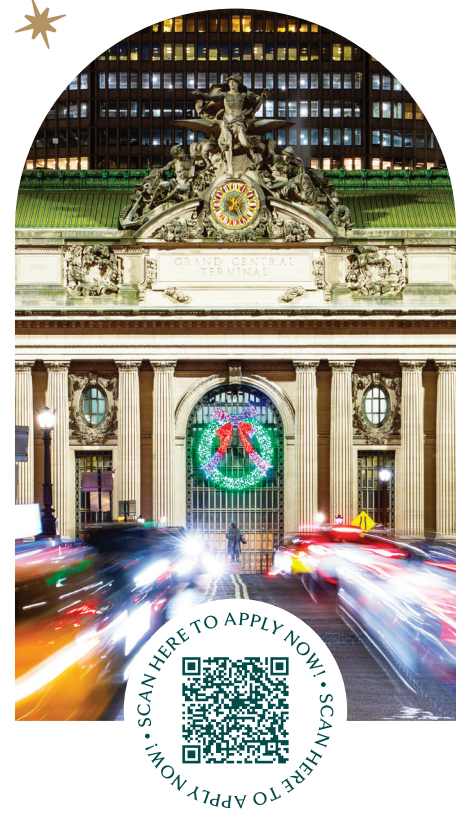
Turnkey Setup: Participation includes a booth structure, signage, basic lighting, and on-site management support and housekeeping. Design services are available for an additional fee.

Security & Convenience: Enjoy 24/7 on-site security and lockable booths to keep your product safe overnight—so you can focus on what matters most: selling.

Exclusive Vendor Mix: The Holiday Fair carefully curates a diverse selection of exceptional artisans and small businesses, focusing on handmade, made-in-the-US, non-perishable products to ensure a unique shopping experience. The selection committee evaluates applicants based on design, craftsmanship, location, and willingness to engage in marketing initiatives. The Holiday Fair is truly unique, as you will not find a repeat vendor within a 10-block radius of Grand Central Terminal.

Thriving Community: Join a growing network of designers, artisans, craftspeople, and small business owners. As part of our commitment to authenticity and connection, business owners are required to be present for most of the Fair's operating days, fostering direct engagement with customers.

Collective Booth Opportunity: There is potential for artists to share a booth, allowing them to merchandise and staff a collective space. Artists must form their collective before applying, and each member will need to submit a separate application.



2024 MEDIA FEATURES

FOX 5
NEW YORK

abc NEWS

4
NEW YORK

TRAVEL+
LEISURE

TimeOut

PIX 11

The New York Times

KEY DETAILS

Application Due: **May 18**

Booth Rental Fee: **\$19,300**

Acceptance Notifications Sent: **Mid-June**

Days of Operation: **44 days**

Average Booth Size: **9'x 9'**



*Hours and price subject to change

KEY DATES

June 30
\$8,000 Non-refundable
Deposit Due

October 14
\$11,300 Final Payment Due
\$431* Certificate of Insurance Due
\$275 New Vendor Signage Fee

November 8 & 9
Vendor Load-In

December 24 & 26
Vendor Load-Out

OTHER INFORMATION

Fair Operating Hours*:
November 10–December 24
Mon–Sat: 10AM–7PM
Sun: 11AM–6PM
Christmas Eve: 10AM–6PM
Closed on Thanksgiving Day

**Vanderbilt Hall at
Grand Central Terminal**
89 E 42nd Street
New York, NY 10017



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