



APPLY TO BE IN THE

GRAND CENTRAL®

HOLIDAY FAIR



November 9–December 24, 2026

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



\$155,000

Average Sales
Per Vendor in 2025



~1 Million

Daily Visitors to
Grand Central Terminal
During the Holiday Season

1.6 Billion

Average Media
Impressions

“A festive spectacle that rivals any European holiday market.”

*** SECRET NYC**



For questions, reach out to: GCTHolidayFair@gmail.com
GrandCentralTerminal.com/Holiday-Fair-Application-2026



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 2025, the average sales per vendor exceeded \$155,000, 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 Holiday Fair garners an average of 1.6 billion media impressions.

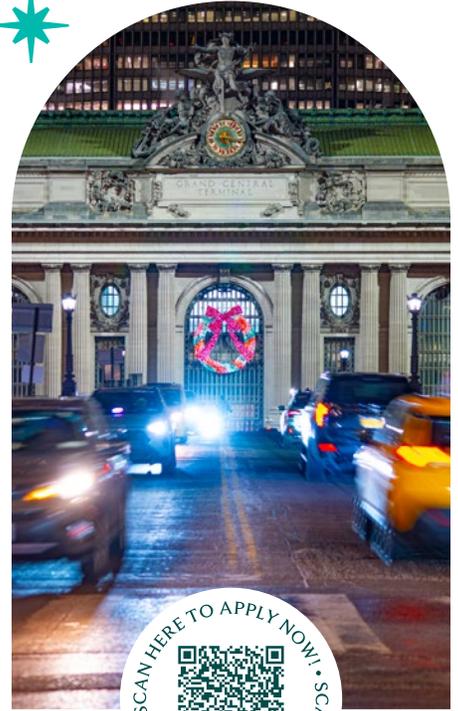
Turnkey Setup: Participation includes a booth structure, signage, basic lighting, and on-site management support and housekeeping. Design services are available for an additional fee.

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.



2025 MEDIA FEATURES



KEY DETAILS

Application Due: **May 18**

Acceptance Notifications Sent:
First week of June

Booth Rental Fee: **\$19,500**

Percentage Rent:
8% of sales over \$170,000
E.g., \$200,000-\$170,000=\$30,000
\$30,000x8%=\$2,400

Days of Operation: **45 days**

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

KEY DATES

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

October 12
\$11,500 Final Payment Due
\$431 Certificate of Insurance* Due
\$275 New Vendor Signage Fee

November 7 & 8
Vendor Load-In

December 24 & 26
Vendor Load-Out

*Price subject to change

FAIR OPERATING HOURS

Daily Hours:
November 9–December 16
Mon–Sat: 10AM–7PM
Sun: 11AM–6PM
Closed on Thanksgiving Day

NEW Christmas Week Hours:
December 17–December 23
10AM–8PM

Christmas Eve: 10AM–6PM

