

NEW YEARS EVE 2026 @ THE VENUE AT THE HARD ROCK HOTEL TIMES SQUARE NYC

DATE: Wednesday, December 31, 2025
LOCATION: New York, New York, US

Event Description

NEW YEARS EVE 2026 @ THE VENUE AT THE HARD ROCK HOTEL TIMES SQUARE NYC is a premier expos event in New York. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: expos

Importance Rank: 46/100

Expected Attendance: 631 people

Event ID: CY3MYJ2NECfA2t3Leh

Hotel Demand Indicators

ADR Impact Index: 5.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 252 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.