

Soccer, Swifties, Semiquincentennial: Is Summer Tourism Peaking in New York?

A series of major events is unfolding in New York this week, sprinkling the city with soccer tees, fireworks and, perhaps, love — though not record visitor numbers.



Two students from France reveling in the lights in Times Square.

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Walking across the Brooklyn Bridge from Manhattan, Andres Gonzalez, from Bogotá, Colombia, posed for a picture with his girlfriend, Tatiana Niño, before taking full advantage of his New York moment: He got down on one knee and proposed.

The crowd of strangers around him — snapping pictures, gazing at the skyline and awash with soccer jerseys — erupted in a communal cheer.

Ms. Niño said “yes.” Mr. Gonzalez described it as a “dream.” And another day unfolded in a glittery week for New York City.



A series of major events is converging in the Big Apple this week, sprinkling the city with soccer tees, fireworks and, perhaps, love — though not record visitor numbers.

On Saturday, the annual Fourth of July [fireworks show in Lower Manhattan](#) will be grander than usual for the nation’s 250th birthday, featuring laser lights for the first time. A [flotilla of tall ships from around the world](#) will sail into New York Harbor, representing the largest such gathering in modern American history. Other visitors, proudly sporting their countries’ flags, have descended on the city — [in spite of brutal temperatures](#) — for festive watch parties and a [FIFA World Cup](#) match at nearby MetLife Stadium on July 5.

Another event, Taylor Swift and Travis Kelce’s [exclusive wedding](#) at Madison Square Garden, also promises to bring high-profile visitors to the city, as well as throngs of adoring fans and street closures in Midtown.

So far, the World Cup has had a [limited impact on hospitality numbers](#). Heading into the July Fourth weekend, hotel bookings are still not experiencing a significant boost compared with last year, according to Vijay Dandapani, chief executive of the Hotel Association of New York City.

But at world-famous landmarks and pop-up block parties, soccer fever has infused the city with a frenetic energy.

Gaggles of tourists streamed past the happy couple on the bridge Tuesday morning, some sporting jerseys from France, Mexico, Japan and Sweden. Mr. Gonzalez said he had always dreamed of visiting New York and had been planning for six months to propose in the city.



World Cup enthusiasm could be felt in every corner of the city — at watch parties, in souvenir shops and during thronging celebrations at Times Square.

A crew from Pyro Spectaculars, the family-owned company that produces Macy’s Fourth of July Fireworks Show, drove golf carts through the crowd, setting up for Saturday night’s display, which is expected to draw two million spectators.

Some eventgoers are embracing the festivities in luxury. A sold-out private event at the Empire State Building offers unlimited beer and wine, D.J. entertainment and views of the fireworks from 1,000 feet above the city’s skyline, starting at \$580. Heading toward the World Cup final, a [\\$1 million penthouse experience](#), including private helicopter transfers, has been booked at the Mark Hotel.