

32 Bright Nights Out.

27,000 Average Visitors Per Night.

How Bright Nights Out transformed Union Square into a winter draw.
Measured with Tally™ by Datafy

From January 16 to February 17, Bright Nights Out in NYC, featuring the light and sound installation *Patterned Behavior* by MASARY Studios, brought consistent evening foot traffic to Union Square during one of the year's slower periods. Over 32 nights, **the installation attracted an average of 27,000 attendees per night**, activating the park throughout the winter. Beyond the totals, understanding how that attendance was built and sustained over time helped give organizers a clearer view of how the event performed night after night.

So how did they measure it?

Most events rely on rough guesses. This one had something better.

Using Tally™ by Datafy, the team measured attendance in real time, giving them a clear, minute-by-minute view of how the crowd moved, grew, and peaked each night.



32 nights activated
27,000 average nightly visitors

Thursday = prime time
Peak : 37,000 attendees

Minute-by-minute attendance data
revealing **peak visitation from dusk to 6:30 PM**

The Story

Union Square Partnership's Bright Nights Out initiative created a new kind of evening presence in Union Square. *Patterned Behavior*, an interactive light and sound installation by MASARY Studios, turned Union Square into an after-dark attraction, **giving people a reason to stop, stay, and shop.**

Night after night, the park filled with a mix of visitors folding the experience into their evening routines. **What started as an installation became something more:** a consistent draw during one of the city's quietest seasons.

“ We were excited to partner with Datafy to pilot Tally in Union Square, introducing a new way to understand the impact of events in the public realm. ”

Tali Cantor, Director of Planning, Union Square Partnership

Why It Matters

This wasn't just a well-attended activation, it was a sustained, multi-week experience that reshaped how people engaged with Union Square in the winter.

Tally provided reliable attendance estimates and a clear view of how foot traffic changed over time, giving organizers insights they weren't able to capture with other technologies.

Know what your event actually delivered.
Give us 15 minutes and we'll show you
what your event is really doing.

