

MJ Live - Michael Jackson Tribute at Four Winds Casino / Silver Creek Event Center

DATE: Saturday, September 13, 2025
LOCATION: New Buffalo, Michigan, US

Event Description

MJ Live - Michael Jackson Tribute at Four Winds Casino / Silver Creek Event Center is a premier concerts event in New Buffalo. 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: concerts

Importance Rank: 56/100

Expected Attendance: 2,037 people

Event ID: FxS4765AcdTX7u6KVS

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 815 across all properties

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