

MJ Live - Michael Jackson Tribute at Harrah s Las Vegas

DATE: Monday, February 9, 2026
LOCATION: Las Vegas, Nevada, US

Event Description

MJ Live - Michael Jackson Tribute at Harrah s Las Vegas is a premier concerts event in Las Vegas. 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: 45/100

Expected Attendance: 570 people

Event ID: CjgsatNt7jSa9go6j5

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 228 across all properties

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