

Nouveau Funk Presents Michael Jackson's Thriller Album Reimagined

DATE: Friday, October 31, 2025
LOCATION: Vernon, British Columbia, CA

Event Description

Nouveau Funk Presents Michael Jackson's Thriller Album Reimagined is a premier performing-arts event in Vernon. 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: performing-arts

Importance Rank: 46/100

Expected Attendance: 650 people

Event ID: FDWzCfPAv5oW8pWSiE

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: 260 across all properties

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