

The Michael Jackson HIStory Show 2026

DATE: Saturday, January 17, 2026
LOCATION: Hillerød, DK

Event Description

The Michael Jackson HIStory Show 2026 is a premier concerts event in Hillerød. 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: 38/100

Expected Attendance: 265 people

Event ID: ATBKphMS6nXs6eqkGH

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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