

# "Make it Monday" forum - Mid-year Tourism & Sales Update with Visit Anchorage

DATE: Monday, August 18, 2025  
LOCATION: Anchorage, Alaska, US

---

## Event Description

"Make it Monday" forum - Mid-year Tourism & Sales Update with Visit Anchorage is a premier conferences event in Anchorage. 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:** conferences

**Importance Rank:** 22/100

**Expected Attendance:** 42 people

**Event ID:** 55cHmeprYJgRHZoes

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 17 across all properties

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

---