Master Freeze-Drying Series: Fresh Vegetables

DATE: Thursday, August 14, 2025
LOCATION: American Fork, Utah, US

Event Description

Master Freeze-Drying Series: Fresh Vegetables is a premier community event in American Fork. 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: community
Importance Rank: 30/100
Expected Attendance: 96 people
Event ID: 4r7LGqcGmevMENRnJN

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 38 across all properties

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