

The locally owned lifestyle hotel and first JdV by Hyatt property in Alaska now welcomes guests in the heart of the Mushing District

ANCHORAGE, Alaska – June 12, 2025 – The highly anticipated [Wildbirch Hotel](#) is now open in the heart of Anchorage's Mushing District, offering a truly unique experience as the city's first lifestyle boutique property and newest hotel lodging option in 20 years. With 252 modern and design-forward rooms, this locally owned lifestyle hotel - the first JdV by Hyatt property in Alaska - anchors the burgeoning West Fourth Avenue corridor, a hub for shopping, dining, historic and cultural experiences. Designed to serve as both a community gathering space and a basecamp for tourists seeking Alaska adventure on every level, The Wildbirch Hotel is a destination itself.

Guests of The Wildbirch Hotel enjoy an elevated, communal outdoor deck with cozy fire pits and sweeping views of Mount Susitna and Knik Arm; onsite dining; and an expansive 5,200-square-feet of meeting and event space that caters to every occasion.

"Watching this place come to life has been an honor," says Haje Thureau, general manager of The Wildbirch Hotel. "It's very special to see our overnight guests immerse themselves in the Anchorage lifestyle, engage with locals and discover what makes our little corner of Alaska such a magical place."

Inspired by Alaska's breathtaking summer sunsets and helmed by Executive Chef La Mont Caldwell, Crimson – the hotel's signature restaurant – is a dining destination for guests and locals alike. Open daily for breakfast, lunch and dinner, the creative menu offers high-end twists on Alaska staples, all with a touch of Pan-American Latin flair in a warm and inviting atmosphere. Al fresco dining is available seasonally on Crimson's terrace, and small groups up to 16 people are invited to reserve the private dining room. Crimson's bar serves a truncated menu and hotel guests can enjoy the unique culinary offerings of its menu in-room daily.

"We are confident Crimson will make its mark on Anchorage's buzzing dining scene," says Gary McCutcheon, the hotel's director of food and beverage. "Chef La Mont is extremely talented and we're looking forward to treating our hotel guests to classic Alaska dishes, while surprising and delighting our Alaskans with a few twists on old favorites."

Canteen Coffee Co., located in the lobby of The Wildbirch Hotel, offers unique provisions and souvenirs from local artisans alongside espresso, coffee, fresh juices, grab-and-go food options and more. Guests can enter the space through the hotel lobby or order through its streetside walk-up window.

Coming this fall, The Undertap – conceived and executed in partnership with the team behind Anchorage's Midnight Sun Brewing Co. – is a laidback tasting room where craft beer enthusiasts can sip a unique variety of locally-brewed pours. A relaxed space for private events and meetings is located adjacent to the tasting room.

"It's our great pleasure to introduce The Wildbirch Hotel to Anchorage," says co-owner Mark Begich, previous Mayor of Anchorage from 2003-2009 and United States Senator from 2009-2015. "This property offers a unique, modern Alaska experience unlike anywhere else."

Begich and his partner, Sheldon Fisher – also a former public servant, who served as Alaska's State Revenue Commissioner – formed MASH, LLC to further spark the revitalization of downtown Anchorage with The Wildbirch Hotel project and several others in the works. MASH has collaborated with leading hotel management company, Springboard Hospitality, to operate the hotel.

As Alaska's first JdV by Hyatt property, The Wildbirch Hotel has joined the [World of Hyatt](#) loyalty program. Members can earn points on qualifying stays at The Wildbirch Hotel to use towards free nights, dining, experiences and more.

For reservations and more information, visit www.WildbirchHotel.com.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

ABOUT HYATT HOTELS CORPORATION

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ABOUT THE WILDBIRCH HOTEL

The first upscale boutique hotel in Anchorage, [The Wildbirch Hotel](http://TheWildbirchHotel.com) is the ideal base camp for the full spectrum of Alaska adventure. Situated in the heart of the city's downtown Mushing District, the hotel is steps from Alaska's best restaurants, historic sites and cultural attractions, including the Alaska Railroad Depot, Alaska Center for the Performing Arts and Ship Creek's world-class salmon fishing. The new hotel leads the revitalization of downtown Anchorage, with 252 modern and design-forward guest rooms and suites that incorporate local heritage and the utilitarian charm of camp. The Wildbirch Hotel also offers a streetside restaurant and lobby bar, onsite brewery, café and retail shop curated with goods from local makers, as well as multiple communal outdoor decks with cozy fire pits and sweeping views of Mount Susitna and Cook Inlet. Art displays curated in partnership with the nearby Anchorage Museum – a Smithsonian affiliated center – offer guests authentic cultural immersion, while expansive meeting and event spaces provide ample means for connection. The Wildbirch Hotel perfectly embodies the rugged charm of the region, while providing guests with elevated accommodations and curated experiences for some of the state's most notable outdoor activities and attractions. For more information about the property, a JdV by Hyatt hotel, visit WildbirchHotel.com and follow the property on [Instagram](#) and [Facebook](#).

ABOUT SPRINGBOARD HOSPITALITY

Springboard Hospitality is a premier third-party hotel management company, dedicated to transforming people, properties, and communities. Currently operating 51 hotels and resorts across 14 states, Springboard is a leader in managing localized and customized boutique lifestyle hotels in urban and resort markets. Led by technology entrepreneur Ben Rafter, Springboard specializes in delivering customizable management solutions with a quant-driven strategy while serving owners. The company offers a full spectrum of hotel services with expertise in operations, capital planning, marketing, revenue management, sales and human resources. The nimble team at Springboard Hospitality offers a personalized and hands-on approach to day-to-day management and is recognized for going above and beyond with high-touch service in every aspect of its operations, from its interactions with guests to its relationships with owners to its award-winning workplace for employees.

ABOUT JDV BY HYATT

A community for the spirited, the light-hearted, the young-at-heart, the JdV by Hyatt brand offers a collection of vibrant, independent hotels that are true reflections of the urban neighborhoods we call home. Embracing its namesake (*joie de vivre*), the JdV by Hyatt brand invites guests and locals alike to connect, live in the moment and celebrate the joy of life. Each hotel provides an experience that is inclusive in spirit and space, inviting all to make each stay yours truly. Follow @JDVHotels on Facebook, Instagram, and X for news and updates. For more information, please visit www.jdvbyhyatt.com.

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