

Alpharetta
GEORGIA

Choose
your
Alpharetta
ESCAPE



— awesome —
ALPHARETTA
CONVENTION & VISITORS BUREAU

awesomealpharetta.com
678-297-2811 • 877-202-5961

The Official Destination Marketing Organization for Alpharetta, GA

There's more than one way to experience Alpharetta, and that's the fun of it!

With vibrant districts, endless flavors, and exciting experiences for every kind of traveler, Alpharetta invites you to create a getaway that feels uniquely yours.

Whether you're a foodie, a trendsetter, a music lover, or your family's personal travel agent, Alpharetta lets you set the pace. Start your journey at [awesomealpharetta.com](https://www.awesomealpharetta.com), where a quick poll uncovers your travel style. Answer a few fun questions about what you love to eat, do, and discover, and reveal your personalized itinerary and be entered for a chance to win your chosen Alpharetta getaway.

Start **YOUR** Escape...



For a standout destination experience, **Avalon** delivers with upscale shopping, stylish patios, and delectable dining. Grab a casual bite at **Barleygarden Kitchen & Craft Bar**, enjoy the refined flavors of **Thai Candle Seafood & Bar**, elevate your shopping day at the only **Boden** store in the U.S. and catch a musical or comedy performance on **The Plaza**.



Your adventure might begin in **Downtown Alpharetta**, where walkable streets lead to family fun, local boutiques, and live music on the Town Green. Start the day at **Comeback Vinyl** to find your favorite bands, then browse dozens of unique shops, including **La Bella Maison** or **Southern Local**. For eats and sweet treats, savor Spanish-inspired tapas at **Fogón and Lions**, then satisfy your sweet tooth at **Kilwins Chocolate & Ice Cream Shop**. Wrap up the evening with live music, from relaxed outdoor concerts to the speakeasy charm of **Roaring Social**.

If family fun is calling, Alpharetta's **North Point** area is packed full of energy for all ages. Explore major retailers, casual dining, and adventure attractions like **Cosmic Mini Golf**, **Dave & Buster's**, **Lava Island Indoor Play Oasis**, and **Topgolf**. Then head outdoors to enjoy easy access to the **Alpha Loop** and **Big Creek Greenway**, perfect for biking, strolling, and unwinding together.



Choose your Alpharetta ESCAPE

Are you craving to create a customized weekend designed especially **for you**, and **by you**? This is your chance! Enter for a chance to win a **two-night getaway** in Alpharetta, GA where adventure can be found around every corner!

If you're craving big moments, Alpharetta's event calendar is packed with options for everyone. Experience the thrill of the **Celebrate Freedom Rodeo**, sample bites from 60+ Alpharetta restaurants at **Taste of Alpharetta**, immerse in creativity at the fabulous **Alpharetta Arts Fest**, or spend relaxed days at the award-winning **Alpharetta Farmers Market** and **Food Truck Alley**.



Getaway package for one lucky winner includes:

- A one-room, two-night weekend stay at **Atlanta Marriott Alpharetta**
- \$100 gift card to any **Alpharetta restaurant** on the *Choose Your Escape Alpharetta Poll*
- \$100 gift card to any **Alpharetta attraction** on the *Choose Your Escape Alpharetta Poll*
- \$100 gift card to any **Alpharetta shop** on the *Choose Your Escape Alpharetta Poll*

Enjoy a perfect evening along Windward Parkway with a night of big laughs at **Helium Comedy Club**, or compete head-to-head with family and friends at **Activate – Atlanta**. With nearby nightlife, dining, and entertainment options, there is plenty to explore.

From patio dining and festivals to shopping sprees and scenic strolls, Alpharetta puts the choice in your hands. Embrace a getaway that's made for exploring, discovering, and doing what you love most and Choose Your Escape for a memorable getaway to Alpharetta, GA!

ENTER TO WIN TODAY



SCAN HERE to enter to win a weekend getaway in Alpharetta, Georgia

Visit awesomelpharetta.com or stop by the **Alpharetta Welcome Center** between April 1 and May 31, 2026 to enter. One entry per person. Winner will be selected and notified the week of June 1, 2026.

Prize package valued at approximately \$575. A full list of contest rules can be found at awesomelpharetta.com. Offered by the Alpharetta Convention and Visitors Bureau.



HOP-A-LONG EGG HUNT

Saturday, April 4 | 8:30–10:30 a.m.
Avalon, 400 Avalon Blvd.

Bring your little ones to Avalon's colorful Hop-a-Long Egg Hunt! This annual Easter tradition promises a fun-filled day for children and families to hunt for eggs and enjoy a variety of festive activities. *Free Admission. No registration required.*

PERFORMANCES BY THE ARCADIA THEATER

Alpharetta's home for community and educational theater, Arcadia Theater enriches the artistic experiences of people in metro Atlanta. For show times and ticket information, visit arcadia-alpharetta.org.

"The 39 Steps" | April 11–13

Spotlight Community Stage, 1000 North Point Circle

"Twelfth Night" | April 16–18

Brooke Street Park, 2 Park Plaza

"Hello/Goodbye" | May 8–10

Spotlight Community Stage, 1000 North Point Circle



ALPHARETTA FARMERS MARKET

Saturday mornings,
8:30 a.m.–12:30 p.m.
Downtown Alpharetta

Soak up the freshest flavors of the season as local farmers, bakers, makers, and artisans fill the streets with vibrant produce, handcrafted goods, fragrant flowers, and irresistible treats.



ALPHARETTA FOOD TRUCK ALLEY

Thursday, April 23 & May 28
5:00–9:00 p.m.
Roswell Street

Stroll the streets, savor delicious bites, enjoy great music, and kick off the weekend a little early. Six to eight food trucks will roll in with amazing eats that are perfect for a fun, laid-back night out. *Free Admission.*



SONGWRITERS AT SUNDOWN

An Evening with Home By Dark
at Brooke Street Park

Saturdays April 25 & May 9
7:30–9:30 p.m.

Brooke Street Park, 2 Park Plaza

Bring a blanket and a picnic, and enjoy free, family-friendly performances from local singer-songwriters and other talented entertainers. *Free Admission.*

PEACH STATE STEAK COOKOFF

Saturday, April 25 | 10 a.m.–6:45 p.m.

Urban Hardware parking lot, 11770 Haynes Bridge Road

Enjoy a day of sizzling competition! Grill teams from across the region will battle it out in several categories, including *Best Steak*, *Best Ribs*, and fun recipes that feature peaches or peanuts. The competition will be featured on the *Bama-Q* TV show, available on YouTube, Facebook, Roku TV, and The Family Channel. *Free to attend. No samples will be available.*

CELEBRATE FREEDOM RODEO

May 1–2 | 7:30 p.m.

Gates open at 6:00 p.m.

Rodeo starts at 7:30 p.m.

Wills Park Equestrian Center,
11915 Wills Rd.

The Celebrate Freedom Rodeo returns to Alpharetta's Wills Park Equestrian Center arena.

The two-day, action-packed western celebration will feature special events for all ages and is sure to put the whole family in a hootin' and hollerin' mood. *Ticket admission required.*



KENTUCKY DERBY PARTY AT AVALON

Saturday, May 2 | 5:00–8:00 p.m.

Avalon, 400 Avalon Blvd.

Experience the thrill of the Kentucky Derby like never before at Avalon! Dress in your most fashionable attire, sip on Mint Juleps, enjoy live entertainment, and catch the race on a giant screen during this festive day of fun. *Free Admission*

NATIONAL TRAVEL AND TOURISM WEEK

May 3–9 | 8:30 a.m.–5:00 p.m.

Alpharetta Welcome Center, 178 South Main St.

Before you explore our vibrant shops, flavors, and fun, drop by the **Alpharetta Welcome Center** for insider tips and trip inspiration. It's the perfect week to discover what makes our city such a standout destination.

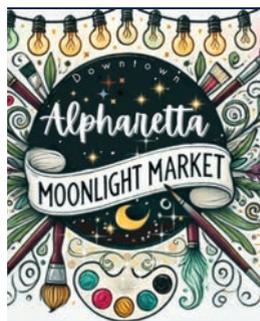


VINNY "THE DANCING UMP" CHAPMAN OF THE SAVANNAH BANANAS

Tuesday, May 5 | 7:30 p.m.

Helium Comedy Club,
3070 Windward Plaza

Hosted by Vinny Champman
"the Dancing Ump", UMPIRE
UNMASKED, features comedians
turning life's curveballs into
punchlines and knocking every
set out of the park.



ALPHARETTA MOONLIGHT MARKET

Friday, May 8 & 22 | 5:00–10:00 p.m.

Alpharetta City Center, 2001 Commerce St.

As the sun sets, the market comes alive under a canopy of twinkling lights, offering a truly magical shopping experience. This open-air marketplace showcases a curated collection of unique, original artwork and artistically crafted goods from talented artisans. *Free Admission.*



TASTE OF ALPHARETTA

Thursday, May 14 | 5:00–10:00 p.m.

Downtown Alpharetta

Taste of Alpharetta boasts an unforgettable array of culinary magic throughout the area's charming downtown. This annual event will celebrate the vibrant food community of Alpharetta through dining events, cooking demos, culinary collaborations, and tasting tents galore.

TANGO FOR TWO

Saturday, May 16 | 7:30–9:30 p.m.

Union Hill Park, 1590 Little Pine Trail

Join the Alpharetta Symphony and two local soloists, violinist Alice Hong and pianist/composer Julio Caesar Barreto, as they perform a Vivaldi classic with a Latin American flair.



ALPHARETTA ARTS FEST

May 23–24, 2026 | 10:00 a.m.–5:00 p.m.

The Grove at Wills Park, 175 Roswell St.

Located behind the Alpharetta Community Center Alpharetta Arts Fest features more than 100 artists from across the U.S. At this festival, art enthusiasts can stroll through the outdoor gallery, meet the artists, and acquire a piece of original, whimsical art. Festival eats and drinks will be available. *Free Admission.*

ALPHARETTA MEMORIAL DAY TRIBUTE

Monday, May 25 | 9:00–10:15 a.m.

Brooke Street Park

The City of Alpharetta and the Rotary Club of Alpharetta will host Alpharetta's Memorial Day Tribute, with keynote speaker Tommy Clack. The event is free for the public to attend.



AMERIS BANK AMPHITHEATRE 2026 CONCERT SEASON IS HERE!

Catch a performance from today's leading artists at the magnificent 12,000-seat **Ameris Bank Amphitheatre**. For more information on these and other upcoming shows, visit www.awesomealpharetta.com.

With so much to do,
why not stay the night?

Add **value** to your stay with **special rates** and **packages** at one of our 31 modern and upscale hotels. Many offer a selection of **suites**, **complimentary breakfast**, **free parking** and **free Wi-Fi**.

Aloft Alpharetta | 678-527-6800

Atlanta Marriott Alpharetta | 770-754-9600

Comfort Inn Alpharetta-Atlanta North | 470-273-6604

Comfort Suites Alpharetta/Roswell – Atlanta Area | 770-649-0955

Courtyard Atlanta Alpharetta | 678-366-3360

Courtyard Atlanta Alpharetta/Avalon Area | 770-475-9955

DoubleTree by Hilton Hotel Atlanta-Alpharetta | 678-347-0022

Embassy Suites by Hilton Atlanta Alpharetta | 678-566-8800

EVEN Hotel Alpharetta-Avalon Area | 770-869-2546

Extended Stay America-Atlanta-Alpharetta-Northpoint-East | 770-475-7871

Extended Stay America-Atlanta-Alpharetta-Northpoint-West | 770-569-1730

Extended Stay America-Atlanta-Alpharetta-Rock Mill Road | 770-475-2676

Fairfield Inn & Suites Alpharetta Avalon Area | 470-789-9367

Fairfield Inn & Suites Atlanta Alpharetta | 770-663-4000

Hampton Inn & Suites Alpharetta | 678-393-0990

Hampton Inn & Suites Alpharetta/Roswell | 770-640-5511

Hilton Alpharetta Atlanta | 678-240-9222

Hilton Garden Inn Atlanta North/Alpharetta | 770-360-7766

Hilton Garden Inn Atlanta Northpoint | 678-566-3900

Holiday Inn Express & Suites Alpharetta-Windward Parkway | 678-339-0505

Home2 Suites by Hilton Alpharetta | 470-479-6699

Homewood Suites by Hilton Atlanta-Alpharetta | 770-998-1622

Hyatt Place Atlanta/Alpharetta/North Point Mall | 770-594-8788

Hyatt Place Atlanta/Alpharetta/Windward Parkway | 770-343-9566

La Quinta Inn & Suites by Wyndham Atlanta Alpharetta | 770-754-7800

Sonesta ES Suites Atlanta Alpharetta Avalon | 770-569-7200

Sonesta ES Suites Atlanta Alpharetta North Point Mall | 770-587-1151

Sonesta ES Suites Atlanta Alpharetta Windward | 770-664-0664

The Hamilton Alpharetta, Curio Collection by Hilton | 770-777-1820

**The Hotel at Avalon, Autograph Collection,
& Alpharetta Conference Center** | 678-722-3600



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Alpharetta hotel room with
just one click!
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