



Alpharetta Invites Travelers to Choose Their Own Getaway

New spring campaign invites visitors to customize their perfect Alpharetta escape, complete with a chance to win a weekend stay.

ALPHARETTA, GA - April 2, 2026 — With April Fool's Day safely in the rearview mirror, one thing is no joke this spring: Alpharetta is inviting travelers to design a getaway that fits their style with the launch of **Choose Your Alpharetta Escape**, a new campaign from Awesome Alpharetta.

Inspired by the *Choose Your Own Adventure* books many grew up reading, the campaign puts visitors in control of their visit. Instead of following a traditional one-size-fits-all itinerary, **Choose Your Alpharetta Escape** encourages travelers to select the dining, shopping, outdoor, and cultural experiences that align with their individual interests.

The campaign highlights a variety of ways to enjoy Alpharetta's vibrant mix of attractions while giving visitors the flexibility to create a customized escape of their own.

Sample escape ideas include:

- **The Foodie Weekend** might start at **Hen Mother Cookhouse** with Brunch Punch and Chicken & Waffles. After strolling the shops in downtown with a latte from **The Nest Café**, lunch is indoors or out at **Central City Tavern**. Dinner options are plentiful, but if you are a steak lover, Alpharetta is home to 10 steakhouses, including new additions **Eddie V's** and **The Butcher and Bottle**. Don't miss the live music throughout the city, which always pairs well with a glass of wine!
- **A Kid at Heart Exploration** offers fun at local attractions and slower-paced options along the **Big Creek Greenway** and **Alpha Loop**. After bouncing and sliding at **Lava Island** or experiencing interactive fun at **Activate** or **Immersive Gamebox**, Alpharetta's paved trails provide opportunities for walking and biking away from the busy pace. You can even pair food and play at **Top Golf** or **Dave and Buster's**.

- **The Shop, Stroll, and Stay Awhile Escape** combines boutique shopping with an afternoon and evening of dining and relaxing. The North Point area is home to **Von Maur, Nordstrom Rack**, and of course, **North Point Mall. Avalon**, home to unique finds like **Boden** and **Jo Malone**, is a great place to end your evening with a meal from **Cru Food & Wine Bar** or **The Cape Restaurant & Beach Bar**, both near music on the green.

“This spring, Alpharetta isn’t telling visitors what to do. Instead, we’re letting them decide,” said Janet Rodgers, President & CEO of the Alpharetta Convention & Visitors Bureau. “Whether travelers come for dining, shopping, or outdoor adventures, there’s always something happening on our calendar of events that adds an extra layer of fun to their visit.”

As part of the **Choose Your Alpharetta Escape** campaign, visitors can also enter for a chance to win a curated weekend getaway. The giveaway includes:

- A **one-room, two-night weekend stay** at the **Atlanta Marriott Alpharetta**
- A **\$100 gift card** to any Alpharetta restaurant featured in the [Choose Your Alpharetta Escape poll](#)
- A **\$100 gift card** to any Alpharetta attraction featured in the [poll](#)
- A **\$100 gift card** to any Alpharetta shop featured in the [poll](#)

Visitors can explore the campaign, build their own escape, and enter the giveaway by visiting **Choose Your Alpharetta, GA Escape | Awesome Alpharetta**.

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Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau serves as the official destination marketing organization for Alpharetta, Georgia, a thriving Southern city known for its dynamic culinary scene, premier shopping, family-friendly events, and year-round entertainment. The Bureau promotes travel and tourism to increase economic impact and enhance the community’s quality of life by welcoming visitors to experience more than 200 dining options and an exciting lineup of annual festivals, concerts, and outdoor recreation opportunities. Alpharetta offers 31 modern hotels, providing visitors with a wide range of lodging options. Learn more and book your stay at awesomealpharetta.com.

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Images can be found here:

https://www.dropbox.com/scl/fo/ruzsdabccunql7utb10i9/AK8C_79sQKitGNoGSSJG-NI?rlkey=45ba9o4cr9iqrceun9avcp7hy&st=qikdz4w8&dl=0

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