



Alpharetta Conventions and Visitors Bureau Welcomes Two Hoteliers to Board of Directors

General Managers Tristan Haas and Alex Morales Bring Decades of Hospitality Experience to Help Advance City's Tourism Vision



Tristan Haas



Alex Morales

ALPHARETTA, GA – February 18, 2026 — The Alpharetta Convention and Visitors Bureau (CVB) recently approved the appointment of two new members to its Board of Directors. Tristan Haas, General Manager of The Hamilton Alpharetta, and Alex Morales, General Manager of the Atlanta Marriott Alpharetta, will represent the city's lodging industry, bringing valuable leadership and hospitality expertise to the board.

Haas boasts a strong background in boutique hospitality. Before joining The Hamilton, a Cruio Collection by Hilton property, he managed the historic Kenyon Inn in Ohio and then served on the opening leadership team for the Kimpton Schofield Hotel in Cleveland. His tenure with Kimpton brought him to the Atlanta region, where he led an adaptive reuse opening of the 1950s-era Sylvan Hotel.

Morales brings nearly two decades of full-service hospitality leadership experience to the Atlanta Marriott Alpharetta and the CVB Board of Directors. With major Atlanta hotel appointments, including Hilton Atlanta, Hilton Atlanta Airport, Hyatt Regency Atlanta and

Crowne Plaza Ravinia, Morales is recognized for his commitment to a strong team culture that enhances guest-centered experiences to strengthen hotel performance.

“Tristan and Alex bring unique experiences through their years in the hotel industry and will help us focus even more intently on the goal to bring overnight visitors to Alpharetta,” stated Janet Rodgers, President and CEO of the CVB. “We are appreciative of their willingness to serve on the board and know their insight will be valuable to help position Alpharetta as one of the Southeast’s most desired destinations.”

The Alpharetta CVB Board of Directors consists of thirteen members, representing the city’s hospitality, business, and government sectors. Together, these leaders provide a well-rounded vision and oversight to the destination marketing organization.

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Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recently recognized as one of *The South’s Best Cities on the Rise 2024* by *Southern Living Magazine*. Adding to the acclaim, *The Local Palate* readers ranked Alpharetta among the Top 3 Culinary Towns in the South for 2024. Discover more and book your stay for an unforgettable getaway at [AwesomeAlpharetta.com](https://www.AwesomeAlpharetta.com).

Media Contact:

Melissa Holder

Alpharetta Convention and Visitors Bureau

Phone: 678-297-2811

Email: melissa@awesomealpharetta.com