



Media Contact: Layne Mitchell
Office: 678-297-2811

layne@awesomealpharetta.com

FOR IMMEDIATE RELEASE

Alpharetta Convention and Visitors Bureau Celebrates National Travel and Tourism Week

ALPHARETTA, GEORGIA – April 28, 2017 – In celebration of National Travel & Tourism Week, which runs from May 7 – 13, 2017, The Alpharetta Convention and Visitors Bureau is inviting patrons to stop by the Alpharetta Welcome Center and enjoy refreshments while learning more about Alpharetta and all the local attractions.

According to the U.S. Travel Association, the National Travel & Tourism Week theme for 2017 is “Faces of Travel” to highlight the fact that the travel industry relies so heavily on human interaction. Now, more than ever, the U.S. travel industry is booming with 8.2 million American jobs being supported by direct traveler expenditures in 2015. The travel industry also heavily contributes to tax revenue for federal, state and local governments, with \$148 billion in revenue coming from the travel industry in 2015.

The Alpharetta Convention and Visitors Bureau works year-round to contribute to those numbers, driving visitors into the city with innovative marketing strategies and aggressive sales efforts. The Alpharetta Convention and Visitors Bureau does this in three key areas:

- Increasing the awareness and identity of Alpharetta as a destination for the leisure and individual traveler and raising awareness of the economic importance of the visitor industry to Alpharetta by placing advertisements, writing press releases, utilizing social media and maintaining a technologically advanced website
- Employing a variety of sales strategies to increase the number of group room nights booked in Alpharetta’s 23 hotels through attendance at tradeshow, association meetings and conferences as well as sales calls and site visits with event organizers
- Providing leadership for the visitor industry, coordinating activities, encouraging marketing activities and partnerships, and projecting an appealing image on behalf of the city of Alpharetta

“We are excited to share National Travel and Tourism Week with our visitors and residents, and use this week to show them how much we appreciate them, while also showcasing our love for Alpharetta,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “We invite everyone to stop in and visit our Welcome Center and look into the complimentary services the Alpharetta Convention and Visitors Bureau can provide for your next event.”

The Alpharetta Welcome Center is located at 178 South Main St., Suite 200, and open Monday through Friday, 9 a.m. to 5 p.m., and Saturdays 10 a.m. to 4 p.m. Visitors can pick up maps and brochures and learn about events, dining, shopping and information about the surrounding areas. Make sure to ask about the Alpharetta CVB’s complimentary planning services for weddings, reunions, sports events and meetings. The Alpharetta Convention and Visitors Bureau works to position the city of Alpharetta as a regionally, nationally and globally recognized premier tourism destination by developing quality programs and facilities to attract overnight visitors. For more information about Alpharetta’s observance of National Travel & Tourism Week, the Alpharetta CVB or its services, please contact the Alpharetta Welcome Center at 678-297-0102 or 800-294-0923 or visit www.awesomealpharetta.com.

###

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, promoting tourism and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit awesomealpharetta.com for more information.