



What's New and Upcoming in Alpharetta, Ga.

New Accommodations, Dining and Entertainment Coming Soon to Alpharetta

ALPHARETTA, GA – May 10, 2017 – Alpharetta, Ga. is excited to welcome several new additions to the community over the coming months, further adding to the city's already impressive list of top-tier shopping, dining, entertainment and accommodations.

"Hospitality is at the center of everything we do. The addition of a conference center and new hotel properties allows us enhance guest experience and continue to share the story of our award-winning community," said Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau.

Alpharetta Conference Center

Opening January 2018, the Alpharetta Conference Center will be a top-of-the-line meeting and event space, not only for the Alpharetta community but also meeting planners, event coordinators and even families seeking the perfect destination reunion location. The conference center will feature more than 44,000 square feet of adaptable space, unbeatable proximity to 16 premier dining options and be the first one gigabit community in Atlanta. The conference center will be conveniently connected to the new Hotel at Avalon, giving organizers and meeting attendees easy access to first-class accommodations and entertainment options.

Hotels

In addition to the 330-room Hotel at Avalon, Alpharetta's 23 modern, yet affordable accommodation options will expand with the grand opening of five hotel properties, providing visitors with an anticipated 587 additional guest rooms.

New Dining Experiences at Avalon

In preparation for the Alpharetta Conference Center and Hotel at Avalon, Avalon welcomed several new dining experiences with the opening of the Phase II expansion in April 2017. New additions include:

- **Barleygarden Kitchen and Craft Bar** – A restaurant and beer garden concept by local beer superstore Hop City.
- **Brine Seafood Shack** – A new seafood concept by award-winning local Chef Marc Taft.

- **District 3** – Modern yet authentic Vietnamese cuisine offered in a casual, stylish environment, catering to the lunch and dinner crowds at Avalon.
- **Jeni's Splendid Ice Cream** – The artisan ice cream shop known for scooping unique flavors such as Brown Butter Almond Brittle, Goat Cheese with Red Cherries and Wildberry Lavender opened its fourth Metro-Atlanta Scoop Shop at Alpharetta's Avalon.
- **MF Bar** – Expanding from the popular Inman Park Japanese restaurant and sushi bar, MF Bar recently opened at the Avalon.
- **Rumi's Kitchen** – Rumi's Kitchen serves Persian cuisine inspired by culinary creations from around the world.

Recreation and Entertainment Options

Exciting Alpharetta developments do not stop with new lodging and dining. Alpharetta recreation, entertainment and nightlife continue to expand with the grand opening of Dave & Busters at North Point Mall on May 22, 2017. Earlier this year the city unveiled plans to create over eight miles of multi-use trails connecting Downtown Alpharetta, Avalon and the Big Creek Greenway. This project is known as the Alpha Loop and will act as Alpharetta's own Beltline.

For more information on what is new and upcoming in Alpharetta, please visit awesomealpharetta.com

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About the Alpharetta Convention & 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.

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