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**FOR IMMEDIATE RELEASE**

## Alpharetta CVB Launches New Website

**ALPHARETTA, GEORGIA – January 08, 2018** – On January 4, 2018, the Alpharetta Convention and Visitors Bureau (CVB) launched its new website, [www.awesomealpharetta.com](http://www.awesomealpharetta.com). The site paints a picture of Alpharetta while bringing its vibrancy to life through compelling imagery, videos and easily navigated details. The site reflects Alpharetta’s innovative and tech savvy reputation which helps distinguish the city from other Georgia destinations.



### Featured Attractions

Whether you are visiting family, friends or that special someone, Alpharetta offers attractions to fill your days with fun.



American Girl

[More Info](#)



Avalon

[More Info](#)



Downtown Alpharetta

[More Info](#)

To redesign and launch the website, the CVB marketing team worked with Rhyme & Reason, an Atlanta based company that specializes in web and graphic design for clients such as the Atlanta Metro Travel Association, Henry County and Peachtree City.

The new website design and features will allow the Alpharetta CVB to continue to promote the city of Alpharetta as a destination of choice in the most effective way possible and has been developed with the latest destination marketing industry best practices. The new site will respond to the needs of its users and their devices and will reach visitors at all stages of vacation planning, starting with initial inspiration, to research and hotel booking. Users will find valuable tourism information and vivid imagery to both highlight key components in our community and showcase Alpharetta in an authentic and compelling way. The site instantly provides today's travelers with all the relevant information they need to stay, eat, play, or meet in Alpharetta.

“We are excited about the new design and feel of our website,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “We made sure we provided a new level of ease and confidence that our loyal customers expect while adding attractive new features to enhance our site so that we can continue to attract new audiences. We realize that the site needed to be easy for potential visitors and meeting planners to find information about Alpharetta, while also displaying compelling images and information about our hotels, restaurants, events and attractions. We are pleased to share that is what our new site is delivering to you today.”

New features of the website focus on the Alpharetta CVB's mission to market Alpharetta as a destination and to increase the number of overnight stays. New elements of the site include a hotel meeting space search feature for planners, looping b-roll video on the home page and a real time Instagram feed of Awesome Alpharetta's pictures.

Every item on the website is complete with a map link that provides directions to the point of interest and works easily on mobile devices.

Potential visitors can choose to receive communication from the Alpharetta CVB through a variety of ways including the electronic newsletter, downloadable brochures, booking hotel rooms through the online booking engine or social media and email.

For more information on the Alpharetta Convention and Visitors Bureau visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com) or call 678-297-2811.

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**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 Alpharetta's upscale and modern hotels. Visit [awesomealpharetta.com](http://awesomealpharetta.com) for more information.