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FOR IMMEDIATE RELEASE

Alpharetta Convention and Visitors Bureau Celebrates National Travel and Tourism Week

ALPHARETTA, GEORGIA – April 24, 2018 – In celebration of National Travel & Tourism Week, which runs from May 6 – 12, 2018, The Alpharetta Convention and Visitors Bureau is giving away a series of prizes on its [Instagram Page](http://www.instagram.com/awesomealpharetta) (www.instagram.com/awesomealpharetta) each day from May 7-11.

According to the U.S. Travel Association, travel and tourism is one of America's largest industries, and is essential to the American economy, providing an indispensable source of job creation. It generated \$2.4 trillion in economic impact in 2017, with \$1,036 billion spent directly by domestic and international travelers.



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, distributing press releases, utilizing social media and maintaining a technologically advanced website

- Implementing a variety of sales strategies to increase the number of group room nights booked in Alpharetta's 24+ 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 of the city as a tourism destination on behalf of the city of Alpharetta



To celebrate National Travel and Tourism Week the Alpharetta Convention and Visitors Bureau is doing a series of giveaways. Each day from May 7-11, the Alpharetta Convention and Visitors Bureau will post a giveaway on their Instagram page promoting Alpharetta's awesome events, attractions and restaurants. Daily winners will be announced via the Bureau's Instagram account by 5:00 p.m. that day. For official rules visit www.awesomealpharetta.com.

"We are excited to showcase what travel means to our community and show our appreciation to visitors and residents during National Travel and Tourism Week," 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 learn about the resources we provide as well as the complimentary services the Alpharetta Convention and Visitors Bureau can provide for your next event."

The Alpharetta Welcome Center is 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.

Travel Facts from the U.S. Travel Association:

Travel and tourism is one of America's largest industries

- Generated \$2.4 trillion in **economic output** in 2017, with \$1,036 billion spent directly by domestic and international travelers.
- Directly generated \$165 billion in **tax revenue** for local, state and federal governments.
- Direct spending by resident and international travelers in the U.S. averaged \$2.8 billion a day, \$118.2 million an hour, \$2.0 million a minute and \$32,800 a second

Travel and tourism is one of America's largest employers

- Travel supports **15.6 million jobs** in the U.S.— with 8.8 million directly supported by domestic and international travelers in the U.S.
- Travel is the **seventh largest employer** in the private sector
- **1 in 9 American jobs** (private sector) supported by travel
- \$259 billion in travel-generated **payroll** for those employed directly in U.S. travel industry

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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 of Alpharetta's upscale and modern hotels. Visit awesomealpharetta.com for more information.