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Alpharetta Convention and Visitors Bureau Celebrates National Travel and Tourism Week

ALPHARETTA, GEORGIA – April 29, 2019 – In celebration of National Travel & Tourism Week, which runs from May 5 – 11, 2019, the Alpharetta Convention and Visitors Bureau is offering an “**Alpharetta Date Night Giveaway Package**” that includes (2) tickets to the August 23 Brad Paisley concert at the Ameris Bank Amphitheatre and a \$50 South City Kitchen Avalon gift card.



National Travel & Tourism Week was established in 1983 by President Reagan and is an annual salute to travel in America. During the first full week in May, communities nationwide unite around a common theme to showcase travel’s contributions to the economy and American jobs.

To celebrate National Travel and Tourism Week, the Alpharetta Convention and Visitors Bureau is giving away an “**Alpharetta Date Night Giveaway Package**” that includes (2) tickets to the August 23 Brad Paisley concert at the Ameris Bank Amphitheatre and a \$50 South City Kitchen Avalon gift card. Registration for the giveaway will be open from May 5-11, 2019, at <https://www.awesomealpharetta.com/national-travel-tourism-week/>. The winner will be selected and announced on Monday, May 13. For official rules visit www.awesomealpharetta.com.

According to the U.S. Travel Association, travel and tourism is one of America’s largest industries, and is essential to the American economy. The industry provides an indispensable source of job creation as it generated \$2.5 trillion in economic impact in 2018.

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 26 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

"We are excited to showcase what travel means to our community and show our appreciation to visitors and residents during National Travel & 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. The Alpharetta CVB offers 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 678-297-2811 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
- Travel generated \$2.5 trillion for the U.S. economy in 2018 across all U.S. industries.
- Tax revenue from travel spending for federal, state and local governments totaled \$171 billion in 2018. Without these travel-generated tax revenues, each household would pay an average of \$1,340 more in taxes every year to maintain the same level of services.
- One of the best-performing U.S. exports largely flew under the radar: inbound travel, which generates a \$69 billion trade surplus for America's economy.

Travel and tourism is one of America's largest employers

- Travel supported 15.7 million American jobs in 2018 across all U.S. industries—that's one in 10 American jobs, making travel the seventh largest employer in the private sector.
- Travel is an essential contributor to America's workforce, providing an opportunity and a path to prosperity by allowing many Americans the flexibility to gain experience, pursue higher education and develop transferable skills.
- With 83 percent of travel companies considered small business, travel drives small businesses across America.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. Recently named "One of the South's Friendliest Cities" by *Southern Living*

Magazine and “One of the Best Places to Visit in Georgia” by Vacationidea.com, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit awesomealpharetta.com.

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