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Alpharetta Convention and Visitors Bureau Launches New Alpharetta Mobile Tour App

Free mobile tour app features six self-guided Alpharetta walking tours

ALPHARETTA, GA - (Oct. 1, 2019) – The Alpharetta Convention and Visitors Bureau has launched a free [Alpharetta City Tours App](#) that allows users to view six self-guided walking tours in Alpharetta as a virtual brochure and guide. The app features each landmark on a map, a brief description and many times includes a link to learn more info about the landmark, artwork or artist. The app helps visitors easily explore and engage in the city's unique tour locations using a range of multimedia and mapping features making their visit to Alpharetta even more immersive.

EXPERIENCE
AWESOME
with **FREE** Mobile Tours
within the city limits
of *Alpharetta!*

Download the **FREE**
Alpharetta City Tours App
today!

The app allows users to view each **self-guided walking tour** in Alpharetta as a **virtual brochure and guide**. The app features each tour landmark on a map, a brief description, driving or walking directions, and many times includes a link to learn more info about the landmark or artist.

Start touring today!
Scan code to download app to your phone or tablet.

For more information about all the things to do in Alpharetta, visit awesomealpharetta.com.

Tours Available on the Alpharetta City Tours App include:

1. Downtown Alpharetta Arts Walking Tour

Public arts have exploded throughout Downtown Alpharetta, bringing vivid color, wonder, and unique flair to the city. The Downtown Alpharetta Arts Walking Tour provides a detailed map of where to go and what to expect. Featured works on the tour are The Visitor, Torqued Chroma, The Lion and the Mouse, Rita Zieds, The Defenders, 4 Homage Series, Scorpion, Laborer, Hanging, Modern Saxophone, Idiophone, Twist and Shout, Bremen Town Musicians and Ring Around the Rosie.

2. Alpharetta History Walk

The Alpharetta History Walk tour takes guests on a journey of 25 of the city's historical markers. Each marker is located within walking distance of one another, telling the story of Alpharetta's past. Tour goers will learn what industry used to drive the city's economy and what buildings served uniquely different purposes than their modern-day functions.

3. Arboretum at Brooke Street Park

Brooke Street Park is a 5-acre passive park in Downtown Alpharetta, on the back side of City Hall. The arboretum features 14 flowering trees that will delight visitors with vibrant colors.

4. Arboretum at Cogburn Road Park

The collection of trees at the Cogburn Road Park Arboretum functions as a living museum that can be used for education, research and enjoyment. Cogburn Road Park is a passive park with a large, open play area, a .2-mile walking path, a playground and picnic pavilions. The Alpharetta Arboretum, Inc. sought to give it an Arboretum designation because it features a fine collection of mature trees as well as unique newly planted trees.

5. Arboretum at Webb Bridge Park

The Alpharetta Arboretum at Webb Bridge Park abounds in natural beauty with trees and flora that are native to Georgia. This arboretum features upland hardwood forest, conifer forest and trees typically found in moist ravines and bottomland. This tour is a mile and a half trail featuring all three of Georgia's geographic regions: the mountains, the Piedmont and the Coastal Plain.

6. Arboretum at Wills Park

Established in 2008, the Alpharetta Arboretum at Wills Park showcases the natural setting and beauty of many native and non-native tree species in Wills Park, a 110-acre multi-use park near the downtown center of Alpharetta. As visitors wander through the park on the walking trail, they will enjoy the 24 border and accent trees highlighted on the tour.

"We are thrilled to be able to provide visitors a convenient way to access all six of Alpharetta's walking tours in one place on their mobile phone," said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. "The Alpharetta City Tours app makes accessing the city's tour information so convenient since visitors can use technology they are already carrying. It will make visits to Alpharetta's award-winning parks, public art sculptures and historic markers more engaging and interactive."

To download the app, users can scan the QR code on the Alpharetta City Tours App brochure available in the Alpharetta Welcome Center or go directly to <https://itsmy.tours/alpharetta-ga-cvb/tours> and follow the prompts. The app is free and supported by most smartphones.

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 www.awesomealpharetta.com.

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