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Alpharetta Convention and Visitors Bureau Honors the Spirit of Travel with “Alpharetta Eats & Boutiques Giveaway”, May 3-9

ALPHARETTA, GA - (May 1, 2020) – National Travel & Tourism Week, the annual celebration of the contributions and accomplishments of the U.S. travel industry will spotlight resilience and hope in the face of the coronavirus pandemic with this year’s theme: **the Spirit of Travel**. National Travel & Tourism Week (NTTW) runs **May 3 - 9, 2020** and the Alpharetta Convention and Visitors Bureau will honor the week with an [“Alpharetta Eats & Boutiques Giveaway”](#) that includes a **VIP package to the Tim McGraw concert** scheduled for **Sept. 18, 2020, at Ameris Bank Amphitheatre**.



NTTW was created by Congress in 1983 to underscore the economic power of travel in the U.S. During the first full week in May, communities’ nationwide band together around a common theme to showcase travel’s contributions to the economy and American jobs. The 37th NTTW (May 3-9) arrives at an opportune moment to unite the industry, celebrate its indomitable spirit and elevate the role it will play in America’s economic recovery.

The Alpharetta Convention and Visitors Bureau is celebrating NTTW with an **“Alpharetta Eats & Boutiques Giveaway”** to reward residents and visitors for supporting the city’s [restaurants](#) and [shops](#) with in-person dining or shopping, takeout orders, curbside pick-up, gift card and online purchases. To enter the giveaway, registrants simply email a copy of a City of Alpharetta restaurant or store purchase receipt with a date stamp on it between the dates of May 3 – May 9, 2020, to info@awesomealpharetta.com. On Monday, May 11, 2020, the winning receipt submission will be drawn to win a **VIP package to the Tim McGraw concert on Sept. 18, 2020, at Ameris Bank Amphitheatre** including two VIP tickets with access to the VIP club and a VIP parking pass.

Registration for the “Alpharetta Eats & Boutiques Giveaway” will be open from May 3-9, 2020, at <https://www.awesomealpharetta.com/national-travel-tourism-week/>. The winner will be selected and announced on Monday, May 11, 2020. 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 \$2.6 trillion in economic impact in 2019.

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 28 hotels through attendance at tradeshows, 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

“I am eagerly awaiting the day when we can personally reconnect with our Awesome Alpharetta visitors and while travel looks a bit differently these days, we are honoring the spirit of travel during National Travel & Tourism Week,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “We are excited for residents and visitors to enter the Alpharetta Eats & Boutiques Giveaway as it a wonderful way of saying thank you for helping our local shops and restaurants as they play such a key role in our community.”

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 NTTW, the Alpharetta CVB or its services, please contact the Alpharetta Convention and Visitors Bureau at 678-297-2811 (or 800-294-0923) or visit www.awesomealpharetta.com.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta’s 28 modern and upscale hotels directly at www.awesomealpharetta.com. 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.

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