

Alpharetta
GEORGIA



— awesome —
ALPHARETTA
CONVENTION & VISITORS BUREAU

678-297-2811
awesomealpharetta.com

The Official Destination Marketing Organization for Alpharetta, Georgia



MAKE YOUR HOLIDAYS *Merry* IN ALPHARETTA!

As we eagerly anticipate a new year and a new beginning, Alpharetta's got all the perfect merriments to **brighten up 2020** and help you find that festive feeling. Shopping galore? Yes, please! Outdoor holiday displays and life-size nutcrackers? Yup! Open air events and holiday cooking classes? Sign us up! It's time for a break so plan a relaxing Alpharetta holiday retreat to get you and your crew in the joyous spirit.

NEED TO SHOP YOUR GIFT LIST?

Santa shops here and so should you! With more than **250 shops within a five-mile radius**, Alpharetta is your one-stop locale for finding all the perfect holiday gifts for everyone while also finding something special for yourself. The city's three distinct shopping districts offer so much more than what's on the rack. Wine tastings, pop-up events, and hands-on workshops are a few of the cheerful ways Alpharetta's retailers take the shopping experience to a new level.

Carve out a day in the itinerary to encounter everything **Avalon** has to offer. Grab a drink to-go from one of 20+ restaurants to sip while strolling the Boulevard, then shop over 60 stores throughout the resort-style community.

Wander the sidewalks amongst the holiday lights to browse over 35 quaint boutiques at your leisure in **Downtown Alpharetta**. Fuel up for your shopping excursion at more than 45 chef-driven restaurants and eateries in this charming district.

The **North Point Mall** area makes everyone merry with more than 100 merchants. The area features crowd-favorite stores as well as trendy boutiques. When your stomach starts to growl, satiate your cravings with an array of restaurants by the mall for a quick bite or a four-course meal.

TWINKLE, TWINKLE FROM YOUR CAR!

Drive around Downtown Alpharetta and Avalon to see the holiday lights, décor, and displays to get in the spirit. You can also park and walk the sidewalks for a more up-close experience. In Downtown this year, the city will feature dazzling holiday décor and lights, 13 life-sized nutcrackers near the Village Green, and snow on the first three Friday nights in December. Avalon will host a 12-day holiday celebration from November 22 – December 3, with a spectacular fireworks show around Avalon's 40-foot holiday tree at 7PM each night.

HOLIDAY HAPPENINGS!

The holiday season may look different this year, but that doesn't mean we can't celebrate with extra cheer. Alpharetta has an array of holiday events, ranging from alfresco markets able to accommodate social distancing to indoor Santa sightings and holiday cooking classes following the recommended precautionary guidelines.



With so much to do,
*why not stay overnight
for a magical
holiday getaway?*

Learn more about
Alpharetta's holiday season
and book your hotel stay at
awesomelpharetta.com!



ALPHARETTA'S HOLIDAY EVENT CALENDAR NOVEMBER – DECEMBER

From markets to music, there is always something fun happening. Check out some of these holiday events listed below in November and December. Visit awesomealpharetta.com/calendar for a full list of events to plan a fun-filled getaway.

MIX IT UP: A MIXED MEDIA MENAGERIE EXHIBIT

Now through November 30

Alpharetta Arts Center
238 Canton Street

An exhibit rich in texture, color, and expression, *Mix It Up* is a menagerie featuring many works from the Atlanta Collage Society and works from Norman Wagner, known for his years of teaching at the Atlanta College of Art. Free admission to the public.



AMERICAN LEGION POST 201 VETERANS DAY "CRUZ-IN"

Sunday, November 8

11:00AM – 4:00PM

201 Wills Road

A great opportunity for all enthusiasts to gather and admire a wide selection of classics, vintage, off road, muscle, motorcycle and military vehicles on display. Enjoy food and live music. Free admission to the public.



AVALON ON ICE

November 22, 2020 –
January 18, 2021

400 Avalon Boulevard

Lace up those skates because Avalon's beloved Rockefeller Center-inspired ice rink returns to Alpharetta. Hours vary by day of the week and for school holidays. Ticket admission required.

HOLIDAY MARKET AT AVALON

November 22, 2020 –
January 3, 2021

400 Avalon Boulevard

Take a break from the skating and browse through a curated selection of 12 local artisan makers and merchants, a one-stop shop for your gifting needs with an array of handcrafted goods. Free admission to market.



THE LIGHTING OF AVALON: A 12 DAY CELEBRATION

November 22 – December 3
400 Avalon Boulevard

In place of the one-day tree lighting extravaganza, Avalon will host a 12-day celebration with different outdoor activities along the Boulevard each day, including Avalon on Ice performances, rooftop cocktail hours, carolers, pop-up concerts and more. At 7PM each night during the 12-day celebration, guests will be dazzled by a spectacular fireworks show around Avalon's 40-foot tree.

BLACK FRIDAY IN ALPHARETTA

Friday, November 29

Experience the biggest shopping day of the year at Alpharetta's 250+ shops and boutiques in Downtown, Avalon and North Point.

ALPHARETTA CHRISTMAS MARKET

Saturday, December 5 & 12
10:00AM – 3:00PM

Alpharetta City Center

Nearly 70+ vendors will offer the finest Christmas gifts and products for everyone on your list. Enjoy live music while you shop a variety of crafts, food, decor, jewelry and more. Free admission.



NORMAN WAGNER ART EXHIBIT

December 9, 2020 – January 29, 2021

Alpharetta Arts Center

238 Canton Street

Norman Wagner built the printmaking program and department at the Atlanta College of Art. His work includes relief printmaking, lithography, serigraphy, handmade papers, assemblage, and digital photomontage. Free admission.

NORTH POINT MALL CHRISTMAS MARKET

Friday, December 18 – Sunday, December 20

11:00AM – 6:00PM

North Point Mall

1000 North Point Circle

The market will feature goods from unique artisans and crafters, making for unique holiday gifts for friends, family and loved ones.





ALPHARETTA IS COOKING UP A CULINARY ADVENTURE

Discover some new recipes and holiday traditions for you and your crew at one of Alpharetta's two cooking school experiences—**Publix Aprons Cooking School** and **Williams Sonoma at Avalon**. Each location offers one-time cooking experiences that will take your cooking game from flop to fantastic. From holiday wine dinners to gingerbread houses, guests walk away with next-level gastronomic skills to show off at your next dinner party. To learn more about the ways to experience the season's flavors in Alpharetta, visit awesomealpharetta.com.



CONCERTS, CONCERTS, CONCERTS

Looking for nightlife or something to do after dinner? Year-round indoor concerts are always a hit at the private acoustic “living room” setting of **The Velvet Note**. Many of Alpharetta's **restaurants host live music** in the evenings throughout the week. Alpharetta's **Music Match** program also brings rising local talent to restaurants, bars, breweries, and other venues around town. Visit awesomealpharetta.com for a full list of live music and concerts happening in Alpharetta this season.

GET ARTSY IN ALPHARETTA!

With several performing arts venues and hands-on art experiences, Alpharetta has something for every artistic spirit. Engage in a theatrical performance at the award-winning **ACT1 Theatre**, a local theatre striving to provide wholesome fellowship and entertainment to the community. Have fun and cocktails with friends while painting a new masterpiece at **Painting with a Twist**. Pottery painting at **All Fired Up** or **Artrageous Potter** makes for a fun night out. Visit awesomealpharetta.com for a list of art events and performances happening during your getaway to Alpharetta.

For current information and a full list of special events, visit the Calendar of Events at awesomealpharetta.com. Event information is accurate as possible at time of creation. Please note that event dates, times and locations are subject to change.

Alpharetta Santa Encounters

SANTA AT AVALON

November 23 – December 24

Palmer Plaza

900 3rd Street

Santa will be at Avalon throughout the season taking photos in an open-air, North Pole-inspired cottage in Palmer Plaza. While visits will look a little different this year, the magic of the Santa experience will remain the same. Hours vary by day of the week. Reservation appointments are required this year.

STORYTIME WITH SANTA AT AVALON

Every Monday, November 23 – December 21

6:00PM and 6:30PM

Palmer Plaza

900 3rd Street

Visit Avalon for Storytime with Santa! Settle into Santa's backyard (the open green space behind his cottage) for holiday stories read by the jolly man himself each Monday of the holiday season. Be sure to bundle up if it's chilly as storytime will take place outdoors! Ticket admission required.

SANTA AT NORTH POINT MALL

November 27 – December 24

North Point Mall

1000 North Point Circle

Santa and his holiday magic returns to North Point Mall this year to meet with guests in a socially distanced manner at Santa's Toy Factory. Hours vary by day of the week. Photo reservations are strongly encouraged.



Alpharetta GEORGIA

With so much to do,
why not stay the weekend?

Add **value** to your stay with **special rates** and **packages** at one of our modern and upscale hotels. Many offer a selection of **suites, local shuttle service, complimentary breakfast, free parking** and **free Wi-Fi**.

- Aloft Alpharetta** | 678-527-6800
- Atlanta Courtyard Alpharetta Avalon** | 678-366-3360
- Atlanta Marriott Alpharetta** | 770-754-9600
- Comfort Inn** | 770-664-7997
- Courtyard Atlanta Alpharetta** | 770-475-9955
- DoubleTree by Hilton Hotel Atlanta-Alpharetta** | 678-347-0022
- Embassy Suites by Hilton Atlanta Alpharetta** | 678-566-8800
- EVEN Hotel Alpharetta-Avalon Area** | 770-869-2546
- Extended Stay America-Atlanta-Alpharetta-Northpoint-East** | 770-475-7871
- Extended Stay America-Atlanta-Alpharetta-Northpoint-West** | 770-569-1730
- Extended Stay America-Atlanta-Alpharetta-Rock Mill Road** | 770-475-2676
- Fairfield Inn & Suites Atlanta Alpharetta** | 770-663-4000
- Hampton Inn & Suites Alpharetta** | 678-393-0990
- Hampton Inn Alpharetta/Roswell** | 770-640-5511
- Hilton Alpharetta Atlanta - Windward Park** | 678-240-9222 (*Arriving Early 2021*)
- Hilton Garden Inn Atlanta North/Alpharetta** | 770-360-7766
- Hilton Garden Inn Atlanta Northpoint** | 678-566-3900
- Holiday Inn Express & Suites Alpharetta-Windward Parkway** | 678-339-0505
- Home2 Suites by Hilton Alpharetta** | 470-479-6699
- Homewood Suites by Hilton Atlanta-Alpharetta** | 770-998-1622
- Hyatt Place Atlanta/Alpharetta/North Point Mall** | 770-594-8788
- Hyatt Place Atlanta/Alpharetta/Windward Parkway** | 770-343-9566
- La Quinta Inn & Suites by Wyndham Atlanta Alpharetta** | 770-754-7800
- Residence Inn Atlanta Alpharetta/North Point Mall** | 770-587-1151
- Residence Inn Atlanta Alpharetta/Windward** | 770-664-0664
- Staybridge Suites Alpharetta-North Point** | 770-569-7200
- The Hamilton Hotel** | (*Arriving Spring 2021*)
- The Hotel at Avalon & Alpharetta Conference Center** | 678-722-3600
- TownePlace Suites Atlanta Alpharetta** | 770-664-1300
- Wingate by Wyndham Alpharetta** | 770-649-0955



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directly at **awesomealpharetta.com!**
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