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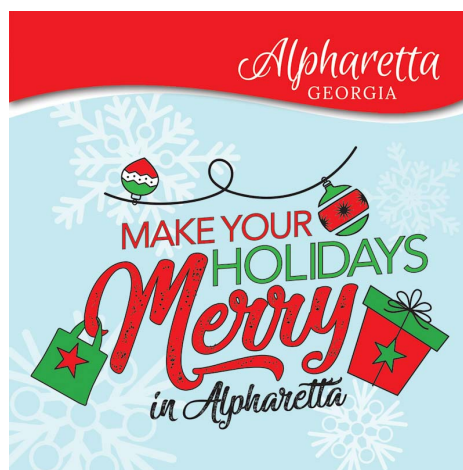
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Make Holidays Merry in Alpharetta, Georgia

Explore 250+ distinctive shops for gifts for everyone on the list and events to brighten the season

ALPHARETTA, GA - (Nov. 4, 2020) – Alpharetta has all the perfect merriments to brighten up 2020 and help residents and visitors find that festive feeling this holiday season. Shoppers can find exquisite gifts for everyone on their list by heading to more than 250 shops located throughout the city. Alpharetta also has an array of events ranging from fireworks, snowfall celebrations, life-size nutcrackers, open air markets, ice skating and Santa sightings galore. The whole family deserves a break, so Alpharetta invites visitors to “[Make Your Holidays Merry](#)” and plan a relaxing holiday retreat to get everyone into a joyous spirit.



Alpharetta's Three Shopping Districts

With more than 250 shops within a five-mile radius, Alpharetta is the one-stop locale for finding all the perfect gifts for everyone. The city's three distinct shopping districts, all within 1-mile of each other, offer so much more than what's on the rack.

Visitors can 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.

Shoppers can wander the sidewalks amongst the holiday lights to browse over 35 quaint boutiques at their leisure in [Downtown Alpharetta](#). Fuel up for the shopping excursion at more than 45 chef-driven restaurants and eateries in this charming district.

The [North Point Mall](#) area boasts more than 100 merchants featuring crowd-favorite stores as well as trendy boutiques. Then when stomachs start to growl, North Point Mall features an array of restaurants in and around the mall for a quick bite or a four-course meal.

“The vibrant city of Alpharetta becomes even more magical during the holiday season,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “With 250 shops all within a 5-mile radius, Alpharetta is the perfect place to tackle your shopping list and the event calendar is filled with festivities that are sure to make everyone feel merry. We invite you to visit, stay, shop and explore all of the awesome and unique experiences that can be had with a holiday getaway to Alpharetta.”

Holiday Happenings

From markets to ice-skating, there is always something fun happening in Alpharetta. Check out some of these events happening all around the city this November and December:

- [The Lighting of Avalon: A Twelve Day Celebration](#), Nov. 22 – Dec. 3, 2020
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 7 p.m. each night during the 12-day celebration, guests will be dazzled by a spectacular firework show around Avalon’s 40-foot tree. Free admission.
- [Avalon on Ice](#), Nov. 22, 2020 – Jan. 18, 2021
Lace up those skates because Avalon’s 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](#), Nov. 22, 2020 – Jan. 3, 2021
Take a break from the skating and browse through a curated selection of 12 local artisan makers and merchants, a one-stop shop for everyone’s gifting needs with an array of handcrafted goods. Free admission to the market.
- [Snow In Downtown Alpharetta](#), Dec. 4, 11 and 18, 2020
A flurry of snow is coming to Downtown Alpharetta’s Town Green from 6 - 7 p.m. on the first three Fridays in December. The snowy spectacle is free for the public to enjoy, along with the return of the handmade, life-size nutcrackers and beautiful winter décor lining the streets of boutique shops and restaurants.
- [Alpharetta Christmas Market](#), Dec. 5 and Dec. 12, 2020
Nearly 70 vendors will gather in Downtown Alpharetta to offer the finest Christmas gifts and products for everyone on the gift list. Enjoy live music while shopping through a variety of crafts, food, décor, jewelry and more. Free admission.
- [North Point Mall Christmas Market](#), Dec. 18 – 20, 2020
The market will feature goods from unique artisans and crafters, making for one-of-a-kind holiday gifts for friends, family and loved ones. Free admission to the market.

Santa Sightings

Not only does Santa shop in Alpharetta but he stops by for a visit, too. Here are some of the most wonderful places to see Santa in Alpharetta:

- [Santa at Avalon](#), Nov. 23 – Dec. 24, 2020 *(By appointment only)*
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, Nov. 23 – Dec. 21, 2020
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 its chilly as story time will take place outdoors. Ticket admission required.
- [Santa at North Point Mall](#), Nov. 27 – Dec. 24, 2020
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.

With so much to do, travelers are welcome to stay overnight for a magical holiday getaway. Visitors can learn more about Alpharetta's yuletide season and book a hotel stay at [awesomealpharetta.com](http://www.awesomealpharetta.com).

Please visit <https://www.awesomealpharetta.com/calendar/> for the full list of Alpharetta events.

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. Alpharetta was 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.

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