

Alpharetta  
GEORGIA

UNWRAP  
THE  
MAGIC  
*in Alpharetta*



— *awesome* —  
**ALPHARETTA**  
CONVENTION & VISITORS BUREAU

678-297-2811  
[awesomealpharetta.com](http://awesomealpharetta.com)

The Official Destination Marketing Organization for Alpharetta, Georgia



# UNWRAP THE MAGIC

*of the holidays with a season  
of shopping in Alpharetta!*

If Santa shops here, 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 selecting 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 whole new level.

Check out our three-day holiday shopping itinerary inside to shop 'til you drop in Alpharetta. With so much retail therapy that awaits, *why not make it a shopping getaway* with an overnight stay at one of Alpharetta's 30 modern and upscale hotels?

Plan out your holiday escape at  
**[awesomealpharetta.com](http://awesomealpharetta.com)!**





## DAY ONE

Carve out a day to encounter everything Avalon has to offer at **over 60 stores** throughout the resort-style community. Stop by **Alter'd State**, **Monkee's** or **Sundance** for high-quality fashion. **Athleta** and **Lululemon** have all the perfect favors for fitness buffs. Browse through **Janie and Jack** for stylish kids apparel. Don't forget the guys with picks from **High Country Outfitters**, **Bonobos**, **Orvis** and **Peter Millar**. **Chanel** and **Sephora** offer up exquisite beauty selections. **Posman Books** has a vast selection of books for avid readers on your list.



SCAN for the full list  
of Avalon retailers.

## DAY TWO

The North Point area makes every shopper merry with **hundreds of merchants** inside North Point Mall and along North Point Parkway. The district features crowd-favorite stores as well as trendy boutiques. Find feminine fashion boutiques like **Versona** and **Society Boutique** – they have something for every personal style – along with crowd pleasers like **REI**, **Nordstrom Rack** and **Macy's**. Spice up the home décor items on your list at **Sugarboo & Co.** Discover adorable accessories for the gals at **K Squared Artisan Boutique**.



SCAN for the full list of  
North Point retailers.

## DAY THREE

Wander the sidewalks amongst the holiday lights to browse **over 35 quaint boutiques** at your leisure in Downtown Alpharetta. Search for timeless home decor at **Belso Home Studio**, **Urban Hardware** or **The Porch on South Main**. Style the guys in your life with attire from **Clothes Horse Men's Apparel** or **Alpharetta Outfitters**. **Moops Boutique** and **Southern Local** feature resplendent fashion and accessories to pair with it. Relaxing gift items at **Korner Soak** are perfect for those who need to unwind. **Comeback Vinyl** offers unique records for the music lover on your list.

*A Three-Day  
Getaway to  
UNWRAP  
THE MAGIC  
in Alpharetta*

# 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](http://awesomealpharetta.com/calendar) for a full list of events to plan a fun-filled getaway.

### ALPHARETTA FARMERS MARKET

**Saturday Mornings through December 11**

**8:30AM – Noon**

**Town Green, 40 South Main St.**

Discover local farmers with fruits, vegetables and natural meats, gardeners with fresh flowers and herbs, bakers of delicious desserts and breads, and makers of local raw honey, jellies and soaps. Free admission.



### DINO SAFARI: A WALK THRU ADVENTURE AT NORTH POINT MALL

**Coming Nov. 2021–Spring 2022  
1000 North Point Cir.**

Grab a prehistoric passport to see 30+ giant moving dinosaurs in a walk thru safari on a globetrotting expedition adventure for the whole family. See a variety of dinosaurs from each of the seven continents that were once Pangea during the Age of Reptiles. Along the journey, earthquakes might erupt, dinosaurs could battle, and you might have to help save a baby dinosaur's life! Ticket admission required.

### AMERICAN LEGION POST 201 ANNUAL VETERANS DAY CRUZ-IN

**Sunday, November 7**

**11AM – 4PM**

**201 Wills Road**

Enjoy a great car cruise in with food, live music, children's activities and vendors. All types of vehicles welcome. Free admission to the public and free entry for cars.



### ONCE UPON A HOLIDAY

**November 20 – 21**

**1 – 5PM**

**The Hotel at Avalon**

**9000 Avalon Blvd.**

Feeling Blue this Christmas? Dance performers will inspire and entertain you as you are immersed in a spectacular holiday wonderland, full of wonderful surprises! Fun for every member of the family!

Ticket admission required.



### THE LIGHTING OF AVALON

**Sunday, November 21**

**400 Avalon Blvd.**

Kick off the holiday season with the Lighting of Avalon. This all-day, family-friendly event will feature festive music, entertainment and free activities for all ages. Just after the sun sets, the 30-foot decorated Christmas tree will light up the night and the evening will culminate with the arrival of Santa Claus. Free admission.



### AVALON ON ICE

**November 21 – January 17**

**400 Avalon Blvd.**

Ice skate on Avalon's Rockefeller Center-inspired ice skating rink in The Plaza. Watch for theme nights and enjoy warm tasty treats rink side. Hours vary by day of the week and school holidays. Ticket admission required.

### BLACK FRIDAY & SMALL BUSINESS SATURDAY

**November 26 – 27**

Experience the two biggest shopping days of the year for the holiday season at Alpharetta's 250+ shops and boutiques in Avalon, North Point and Downtown Alpharetta.

### WINTER WONDERLAND DISPLAYS AT NORTH POINT MALL

**November 26th – December 24th**

**1000 North Point Cir.**

North Point will feature several holiday themed window displays throughout the center for families to enjoy, sprinkled throughout the mall on all levels. Free admission.



### COMEDY NIGHTS

**AT THE HOTEL AT AVALON**

**November 26 – 27**

**December 30 – January 1**

**The Hotel at Avalon**

**9000 Avalon Blvd.**

This new comedy tour will nationally-known touring comedians starring in monthly side-splitting shows at The Hotel at Avalon. Ticket admission required.





## SEASON OF CELEBRATION

First three Fridays in December

5:00 – 9:00PM

Downtown Alpharetta

Kick off the holiday season in downtown with the tree and holiday décor lighting. Activities will vary each week, and may include falling snow, photos with Santa, caroling, marshmallow roasting and various family photo opportunities with the Alpharetta Nutcrackers. Free admission.

## ARTS ALPHARETTA ARTISTS HOLIDAY MARKET

Friday & Saturday, December 3 – 4

10AM – 6PM

Alpharetta Arts Center, 238 Canton St.

Give the gift of art this holiday season! Artists will display and sell their small works, no larger than 16 inches. Enjoy a “cash-and-carry” opportunity to purchase these original pieces. Free admission.

## “WHITE CHRISTMAS: THE MUSICAL”

December 3 – 5, 10 – 12, 17 – 19

Friday/Saturday: 8PM; Sunday: 2PM

ACT1 Theatre, 180 Academy St.

Based on the beloved, timeless film, this heartwarming musical adaptation features seventeen Irving Berlin songs including well known standards and the perennial favorite, *White Christmas*. For all ages. Ticket admission required.

## NOON YEAR’S EVE

Friday, December 31

10:00AM – 1:00PM

9000 Avalon Blvd.

Have little ones? Kick off New Year’s Eve early and bring the family to Avalon’s Noon Year’s Eve Party. This family-friendly event allows partygoers of all ages to ring in 2022 with live music, kids activities and a countdown to noon when a giant balloon drop will welcome in the New Year! Ticket admission required.



# Alpharetta Santa Encounters

## NORTH POLE OUTPOST AT NORTH POINT MALL

November 26 – December 24

1000 North Point Cir.

Come to the North Pole Outpost inside North Point Mall to experience a personalized Santa visit specifically curated for children through wishlist technology. The outpost will also feature Instagramable selfie opportunities, local pop-up vendors and a special holiday cookie café. Reservations are strongly recommended.

## SANTA AT AVALON

November 22 – December 24

900 3rd St.

Celebrate this holiday season with Santa photos at Avalon! Visit [awesomealpharetta.com](http://awesomealpharetta.com) calendar of events for a full list of times by date. Reservations recommended.

## SANTA TUCK-INS AT ALPHARETTA HOTELS

Hilton Atlanta Alpharetta

5775 Windward Pkwy.

November 26 – 28, December 3–5, 10–12

Hours Vary by Date

Make new Christmas memories with a Santa Tuck-In package from the jolly man himself that includes a bedtime story, milk and cookies, a keepsake teddy bear, and breakfast for two.

The Hotel at Avalon

9000 Avalon Blvd.

November 5 – December 23

7:30 – 10PM

The magic begins with a knock-knock-knock on the door, a smile spreads from ear to ear as the sound of reindeer bells fill the room and Santa and Mrs. Claus arrive. Imagine young ones excitedly sharing their hopes, dreams, and a bedtime snack with the jolly man in red.



For current information and a full list of special events, visit the Calendar of Events at [awesomealpharetta.com](http://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 GEORGIA

With so much to do,  
*why not stay the night?*

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 Marriott Alpharetta** | 770-754-9600

**Comfort Inn Alpharetta-Atlanta North** | 470-273-6604

**Comfort Suites** | 770-649-0955

**Courtyard Atlanta Alpharetta** | 678-366-3360

**Courtyard Atlanta Alpharetta/Avalon Area** | 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** | 678-240-9222

**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

**Sonesta ES Suites Atlanta Alpharetta Avalon** | 770-569-7200

**Sonesta ES Suites Atlanta Alpharetta North Point Mall** | 770-587-1151

**Sonesta ES Suites Atlanta Alpharetta Windward** | 770-664-0664

**The Hamilton Alpharetta, Curio Collection by Hilton** | 770-777-1820

**The Hotel at Avalon, Autograph Collection,  
& Alpharetta Conference Center** | 678-722-3600

**TownePlace Suites Atlanta Alpharetta** | 770-664-1300



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or tablet to book your Alpharetta  
hotel room.*



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