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**Be A “Two Wheel Tourist” and Ride Through Alpharetta in Style!**

**ALPHARETTA, GA - (August 25, 2022)** – The Alpharetta Convention and Visitors Bureau (ACVB) invites visitors of all ages and abilities to “Be A Two Wheel Tourist” in Alpharetta. As a celebration of the City of Alpharetta’s well-connected, bike-friendly community, the ACVB partnered with Pedego Alpharetta to showcase how simple it is to navigate Alpharetta’s trails and public spaces from the seat of a bicycle.



As the Official Destination Marketing Organization for the City of Alpharetta, the ACVB works to creatively promote hospitality and tourism industry assets in the city that will inspire locals and visitors alike to try new experiences or enjoy classic favorites from a new perspective.

To bring the idea to life, the ACVB executed a three-day video shoot that highlighted eight local businesses and six attractions and events, including the Alpharetta Farmers Market, the AlphaLoop, live music at Brooke Street Park. While promoting this digital ad campaign to regional markets, the ACVB is sharing the “Be A Two Wheel Tourist” theme across the Alpharetta Insider Blog and [Awesome Alpharetta](#) website that receives 60,000 unique visitors per month, sharing the campaign via the ACVB newsletter reaching nearly 50,000 subscribers, and posting across the Awesome Alpharetta social media platforms, reaching over 80,000 followers.

“It is an honor to promote Alpharetta as an incredible place to live, work, play, visit and connect,” says Janet Rodgers, President and CEO of the Alpharetta Convention and Visitors Bureau. “The goal for our organization is to make spending time in Awesome Alpharetta a breeze. You don’t have to spin your wheels too hard, even on a bike, to experience a fun getaway full of lasting memories in Alpharetta!”

To view the “Be A Two Wheel Tourist” video, read the blog and begin planning your experience as a Two Wheel Tourist in Alpharetta, visit <https://www.awesomealpharetta.com/be-a-two-wheel-tourist-in-alpharetta-ga/>.

### **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 30 modern and upscale hotels directly at [www.awesomealpharetta.com](http://www.awesomealpharetta.com). Alpharetta was recently named in the top 10 “One of the South’s Best Cities on the Rise 2022” by Southern Living Magazine and “One of the Best Places to Visit in Georgia” by Vacationidea.com.

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