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**Win Big During National Travel & Tourism Week in Alpharetta**

**ALPHARETTA, GA – (May 3, 2023)** –The U.S. Travel Association designates the first full week of May as National Travel and Tourism Week (NTTW) to showcase the value of travel for our communities, economy, businesses and personal well-being. The Alpharetta Convention & Visitors Bureau is turning up the dial on the celebration in honor of 2023 marking the 40<sup>th</sup> Anniversary of NTTW. Join in the celebration May 7 – 13, and enjoy Awesome Alpharetta swag, sweet treats and a chance to win great prizes!



To celebrate 40 years of National Travel and Tourism Week, the Alpharetta Convention & Visitors Bureau invites anyone to visit the Alpharetta Welcome Center May 8 – 12, 2023, from 8:30 a.m. – 5:00 p.m. to snag some Alpharetta swag that will be available to those who visit. While supplies last, beginning May 9<sup>th</sup>, sweet treats from July Moon Bakery & Café will be handed to all visitors of the Welcome Center. When you visit in person, you will automatically earn 5 extra entries to the National Travel and Tourism Giveaway! The giveaway includes two VIP Tickets, plus a VIP parking pass to see Counting Crows with Dashboard Confessional on Friday, August 11, at Ameris Bank Amphitheatre. After the show, you will be able to rest easy with the included one-room, two-night stay at Comfort Inn Alpharetta-Atlanta North. If you are unable to visit May 8 – 12, you can still register for the giveaway by signing up for the Alpharetta Insiders e-Newsletter <https://www.awesomealpharetta.com/newsletter-signup/>.

Alpharetta’s hospitality industry has a lot to celebrate as tourism has continued to thrive. Events have

had a record number of attendance, the Ameris Bank Amphitheatre expanded their concert line-up thanks to demand, restaurants continue to serve hungry foodies, Alpharetta shops are filled to the brim with on-trend pieces and memories are made while enjoying fun attractions for all ages. At the Alpharetta Convention & Visitors Bureau, we want to keep seeing Alpharetta be top of mind for visitors looking to getaway!

“We love seeing visitors at our Welcome Center all year long,” says Janet Rodgers, President & CEO of the Alpharetta Convention & Visitors Bureau. “We wanted to show our appreciation during this nationwide celebration of our incredible industry and are so happy to be providing goodies to all who stop by. We are grateful to have an awesome destination to share all over the world.”

The celebration does not have to end May 13. Plan your getaway or staycation in Alpharetta by visiting [www.awesomealpharetta.com](http://www.awesomealpharetta.com) for a full list of things to do, shops, restaurants, calendar of events and where to lay your head after all of the fun! The Alpharetta Convention & Visitors Bureau looks forward to welcoming you.

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention & Visitors Bureau serves as the Official Destination Marketing Organization for the city of Alpharetta, Georgia. 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 of “The South’s Best Cities 2023” by Southern Living Magazine and “One of the Best Places to Visit in Georgia” by Vacationidea.com.

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