



Light Up Your



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Alpharetta, Georgia, transforms into a holiday wonderland that captivates visitors with its enchanting atmosphere and merry spirit. The city comes alive with twinkling lights, charming decorations, and a palpable sense of warmth. Strolling along the illuminated streets, visitors are transported into a wonderland, where the spirit of the season fills all hearts.

GIFT GIVING SEASON

Holiday shopping in Alpharetta is an experience like no other. The downtown district comes alive with festively adorned storefronts, creating a picturesque backdrop for your shopping adventure. Start your spree at La Bella Maison, a boutique known for its curated selection of home decor and distinctive gifts, For fashion-forward finds, Avalon beckons with its upscale shops, featuring renowned brands like Anthropologie and Kendra Scott. Meanwhile, Queen of Hearts Antiques & Interiors offers a treasure trove of vintage delights, making it an ideal stop for those seeking one-of-a-kind presents with a nostalgic touch. To infuse your holiday shopping with local flavor, explore the artisanal wares at The Market Place at North Point where you'll discover handmade jewelry, artwork, and other specialty gifts crafted by talented Georgia artisans. For outdoor enthusiasts, Mountain High Outfitters is where you can find quality gear and apparel for those who enjoy exploring the natural beauty surrounding Alpharetta.

WONDERLAND FEASTS

Begin your festive feast at **South Main Kitchen**, a charming restaurant that exudes rustic elegance. Their seasonal menu showcases locally sourced ingredients, promising a taste of the freshest flavors of Georgia. For an upscale yet cozy ambiance, **Vinny's on Windward** offers Italian-inspired dishes, perfect for indulging in rich, comforting flavors during the winter months. For a truly unique dining experience, don't miss **Up on the Roof**. With a menu designed to tantalize the taste buds, guests can indulge in a diverse range of dishes, from small bites to gourmet entrees, all while enjoying the crisp winter air under the glow of twinkling lights.





CHECK OFF THAT LIST

Alpharetta offers a plethora of enchanting attractions that are not to be missed this holiday season. Families can delight in activities like ice skating at the Avalon's Rockefeller-inspired rink or an interactive holiday experience at **Immersive Gamebox**. This cutting-edge entertainment venue offers a unique experience with motion tracking, projection mapping, touch screens and surround sound.

For a hands-on and delectable holiday activity, consider a visit to **Flour Power Cooking School**. Learn to craft seasonal delights and traditional holiday dishes under the expert guidance of skilled chefs. To round out your festivities in Alpharetta, visit the North Point area, a shopping destination that truly embraces the spirit of the season. **North Point Mall** becomes a festive hub during the holidays, with dazzling decorations, Santa Claus visits, and cheerful carolers. You can explore a wide range of stores, including popular retailers like **Macy's, Von Maur**, and **Dillard's**, making it an ideal place to check off your holiday shopping list.

PIOLLY JOLLY GETAWAY

All of this merriment can't be done in one day, so why not stay the night? Alpharetta has a hotel option that's just right for you including luxurious full service, comfortable select service and roomy suites. Plan out your holiday escape at **awesomealpharetta.com**!



Enter to Win a Getaway in Alpharetta to Enjoy After the Holidays!

Prize Package includes:

- ONE-ROOM, TWO-NIGHT WEEKEND STAY at Fairfield Inn & Suites Atlanta Alpharetta (Value \$390)
- \$100 GIFT GARD to Immersive Gamebox
- \$50 GIFT GARD to Vinny's on Windward
- \$50 GIFT GARD to La Bella Maison

ENTER TO WIN TODAY



SCAN HERE and enter to win a A Holiday Getaway in Alpharetta

You can also enter by visiting **awesomealpharetta.com** or stop by the **Alpharetta Welcome Center** between November 1 and December 31, 2023. One entry per person. Winner will be selected and notified the week of January 8, 2024.

Prize package is valued at \$590. No cash value. A full list of content rules can be found at **awesomealpharetta.com**. Offered by the Alpharetta Convention & Visitors Bureau.

CALENDAR OF EVENTS

HAMILTON TREE LIGHTING

November 17 | 5:00 – 7:00PM The Hamilton Alpharetta, Curio Collection by Hilton, 35 Milton Ave. Enjoy hot cocktails, holiday crafted snacks, and live music while admiring the 23 ft. tall tree on the Courtyard. *Free admission*.



IGLOO & CHALET EXPERIENCES

November 17 - December 31 The Hotel at Avalon, 9000 Avalon Blvd.

Dine and drink differently this winter with our Igloo & Chalet experiences. Join together with friends or family to enjoy a one of a kind experience. *Reservations required.*

ARTISTS' HOLIDAY MARKET November 18 | 10:00AM - 6:00PM

Alpharetta Arts Center, 238 Canton St.

Give Art for this Holiday Season! Artists will display and sell small works (no larger than 16") in a market set up, creating a seasonal retail experience. Buyers and guests will enjoy an 'cash-and-carry' opportunity to purchase original artwork.

CITY OF ALPHARETTA TREE LIGHTING

November 18 | 5:00 – 9:00PM Downtown Alpharetta, 2 Park Plaza Kick off the holiday season with a 50 ft. tree lighting in Downtown Alpharetta. Enjoy live music, snow flurries, vignettes from Metropolitan Ballet's The Nutcracker, and even more holiday cheer. And, to top it all off, Mr. Santa Claus himself will be there! Capture all the memories with your camera and join us for this unforgettable experience. *Free admission*.



THE LIGHTING OF AVALON

November 19 | 1:00 – 8:00PM 400 Avalon Blvd.

Kick off the holiday season with the Lighting of Avalon. This familyfriendly 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*.

ALPHARETTA CALENDAR OF EVENTS NOVEMBER - DECEMBER 2023



AVALON ON ICE

November 19 – January 16, 2024 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.

LIGHTS OVER ALPHARETTA

November 24 – December 30 | 6:00 – 10:00PM Ameris Bank Amphitheater, 2200 Encore Pkwy.

Experience the magic of the holiday season like never before at our enchanting holiday walking and drive-thru light display! Immerse yourself in a world of twinkling lights, dazzling decorations, and festive cheer. *Ticket admission required*.

HEARTFELT HOLIDAY MARKET

December 2 | 9:00AM - 4:00PM

Alpharetta Community Center, 175 Roswell St.

The Market will offer one-of-a-kind items handmade by local artists with disabilities including jewelry, home décor, pottery and other mixed-media works, and sweet treats. Get in the holiday spirit with amazing shopping, pictures in a giant snow globe and meet Anna from Frozen and other characters.

ALPHARETTA CHRISTMAS MARKET

December 2 | 9:00AM – 4:00PM Innovation Academy, 125 Milton Ave. Visitors will enjoy shopping for holiday gifts and products for everyone on your list. Shop a variety of crafts, food, decor, jewelry and more! *Free admission.*



MAKERS MARKET ARTISAN FAIRE AT AVALON

December 2 | 10:00AM – 6:00PM 400 Avalon Blvd.

We've rounded up some of the best local makers and artists offering home goods, art, jewelry and other gifts for the holiday season. There will be live music, characters and more!

SANTA PAWS MARKET

December 2 | 12:00 - 4:00PM

The Hamilton Alpharetta, Curio Collection by Hilton, 35 Milton Ave. Shop for presents for your furry friends at our Santa Paws Market on the Courtyard. There will be local pup-up shops, festive food and cocktails, with activities for your fur babies and live music!

MENORAH LIGHTING IN DOWNTOWN ALPHARETTA

December 7 | 5:30 – 6:30PM Town Green, 2001 Commerce St. Join Chabad and the City of Alpharetta for the annual lighting of the Alpharetta Menorah on the Town Green. *Free admission*.

SNOW DAY AT ALPHARETTA CITY CENTER

December 9 | 12:00 – 2:30PM Town Green, 2001 Commerce St.

There's 'snow' place like Alpharetta as we celebrate the 2nd Annual Snow Day at ACC. Enjoy live music, snow, craft-making stations and several social-media worthy photo opportunities. *Free admission*.



MENORAH LIGHTING OF AVALON

December 10 | 5:00 - 6:00PM 400 Avalon Blvd.

Guests are invited to a traditional Menorah lighting ceremony to celebrate Chanukah. Enjoy refreshments, music and entertainment for all ages. *Free admission*.

CHRISTMAS MARKET

December 15 – 17 | Mall Operating Hours 1000 North Point Cir.

Shop for fun gift-giving ideas and grab a festive treat from local food vendors.

FLICKS & FLURRIES ON TOWN GREEN

December 16 | 6:00 – 8:00PM Town Green, 2001 Commerce St.

Experience the enchantment of winter in Downtown Alpharetta during the holiday season by catching one of the rotating holiday shorts on the big screen, complete with an inflatable snow globe for photos and Brewable's hot cocoa available for purchase.

NORTH POINT MALL WELCOMES SANTA'S REINDEER

December 22 | 3:00 - 5:00PM 1000 North Point Circle

Come visit us to see a special reindeer sighting before they head back to the North pole before Christmas Eve.

NOON YEAR'S EVE

December 31 | 10:00AM - 1:00PM The Hotel at Avalon, 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 2024 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 CALENDAR OF EVENTS NOVEMBER - DECEMBER 2023

Santa Claus is coming to town...

Visit awesomealpharetta.com calendar of events for a full list of times by day of the week.



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SANTA'S WORKSHOP AT NORTH POINT

November 18 – December 24 1000 North Point Cir. Meet Santa at his workshop inside North Point Mall. Reservations are strongly encouraged. Visit awesomealpharetta. com for a list of times.

NORTH POINT CELEBRATES SANTA November 18 | 12:30 – 3:30 PM 1000 North Point Cir.

Get in the Holiday Spirit and visit North Point Mall for a festive Holiday Kick Off. Come see Santa ride the train, enjoy live music and see our annual tree lighting.



SANTA AT AVALON November 20 – December 24 Times Vary, appointment needed Santa's House at Palmer Plaza

Santa will be at Avalon throughout the season spreading holiday magic and taking photos at his North Pole inspired cottage. To guarantee your special time with Santa, please book an appointment. *Reservations required*.

STORYTIME WITH SANTA AT AVALON

Mondays, November 20 - December 18 | 6:00 - 7:00PM Palmer Plaza at Avalon, 900 3rd St.

Settle into Santa's cottage on Monday nights for holiday stories read by the jolly man himself. Santa will have two time slots each night, 6 – 6:30PM or 6:30 – 7PM. Story Time with Santa does not include formal portraits in the Santa House. *Ticket admission required*.



FREE PHOTOS WITH SANTA December 2 | 10:00AM - 12:00PM Alpharetta Convention & Visitors Bureau 178 South Main St. Suite 200

The Alpharetta Convention and Visitors Bureau is hosting a "Free Pictures With Santa" event. Families are encouraged to stop by for a complimentary individual or family photo with Santa Claus. A photo will be printed on site and emailed instantly to each person. Attendees are advised to not wear green clothing as the photographer will be using a "green screen" and will interfere with the photo quality.

SANTA TUCK-INS

Make new Christmas memories with a Santa Tuck-In! Visit **awesomealpharetta.com** calendar of events for a full list of times by day of the week. Participating hotels include **Hotel at Avalon.**



Alpharetta GEORGIA

Make the most of your getaway by spending the night!

Alpharetta boasts a wide array of over-night accommodations including **luxurious full service**, **comfortable select service** and **roomy suites**. Add value to your stay with **special packages**. Many hotels offer 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 Alpharetta/Roswell – Atlanta Area | 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 Fairfield Inn & Suites by Marriott | Coming 2023 Hampton Inn & Suites Alpharetta | 678-393-0990 Hampton Inn & Suites 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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Scan here with your smart phone or tablet to book your Alpharetta hotel room.



#AwesomeAlpharetta

678-297-2811 awesomealpharetta.com

The Official Destination Marketing Organization for Alpharetta, Georgia