

FOR IMMEDIATE RELEASE

Alpharetta Convention and Visitors Bureau Celebrates a Successful Annual Meeting and Release of a New Video Project

ALPHARETTA, GA – (June 6, 2024) – The Alpharetta Convention and Visitors Bureau (CVB) held its highly anticipated Annual Meeting on June 4, 2024. The annual gathering included key stakeholders, community leaders, and tourism partners to celebrate the bureau’s accomplishments of the past year and discuss strategic initiatives for the future.



The meeting provided an opportunity for the Alpharetta CVB to celebrate the significant achievements made over the previous year and to showcase how the Alpharetta CVB works to bring visitors to Alpharetta. Highlights of the meeting included a comprehensive review of the past year's projects and engaging keynote speeches by City of Alpharetta’s Mayor Jim Gilvin and Smith Travel Research’s Henry Sams. A video highlighting the bureau’s accomplishments was debuted to showcase the bureau’s work toward promoting Alpharetta as a premier destination. [Click here to view the Awesome Alpharetta Video.](#)

“We are incredibly proud of the progress and achievements made over the past year,” said Mayor Jim Gilvin, Mayor of Alpharetta and member of the Alpharetta CVB Board of Directors. “The bureau’s ongoing commitment to enhancing tourism infrastructure and

marketing efforts has positioned Alpharetta as a top choice for travelers. They work daily to build on their successes and continue showcasing our city's unique charm to potential visitors.”

In Alpharetta, tourism drives economic growth. The Alpharetta CVB works to position Alpharetta as a regionally, nationally and globally recognized premier tourism destination by developing quality programs and facilities to attract overnight visitors. Through innovative and targeted marketing strategies and sales efforts, the bureau works 365 days a year to attract overnight visitors to the destination. Visitors and locals who are looking to see Alpharetta’s attractions can plan the perfect itinerary from their phone with easy access to the new [2024-2025 Digital Visitors Guide](#) and [Online Hotel Booking Engine](#).

"This past year has been awesome for Alpharetta's tourism industry," said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. "Our community’s collective efforts to drive tourism has enhanced the overall visitor experience to our destination. We are excited to keep sharing the story of Alpharetta and showcase what makes Alpharetta a premier tourism destination.”

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The Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Georgia. Southern Living Magazine recently named Alpharetta one of the top 10 of “The South’s Best Cities on the Rise 2024,” and Vacationidea.com named it one of the Best Places to Visit in Georgia. Learn more and book your hotel at [awesomealpharetta.com](https://www.awesomealpharetta.com).

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