

Day One

Make a day of exploring everything Avalon has to offer, with more than 60 unique shops and experiences throughout this vibrant community. Start by discovering the latest trends at **Anthropologie** or elevate your accessories game at **Gorjana**. **Lululemon** is your go-to for fitness essentials, while **Tecovas** brings timeless craftsmanship with their handcrafted boots. Satisfy your sweet tooth with a treat from **Five Daughters Bakery** before transforming your home with stylish finds from **West Elm** or **Pottery Barn**. There's something for every style and taste!



SCAN HERE for the full list of Avalon retailers

Day Two

Head over to the North Point area, where even more exciting finds await. Explore a mix of beloved brands and unique boutiques, starting with **Francesca's** for trendy fashion and **James Avery** for timeless jewelry pieces. Check out popular spots like **REI**, **H&M**, and **Nordstrom Rack** for a range of styles and essentials. For the little ones—or the young at heart—**Lego** and **Slime Factory** have playful surprises in store. Don't forget to add a personal touch to your home with charming art from **The Scene Art Gallery**. North Point has all the ingredients for another perfect shopping day!



SCAN HERE 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. Make a statement with accessories from **Star's Hat and Jewelry Bar**, the only hat bar in Georgia, or find standout fashion at **The Pink Valise Boutique**. Treat someone to relaxation with soothing products from **Korner Soak**, or browse rare records at **Comeback Vinyl** for the music lovers. Visit **Indiehouse Modern Fragrance Bar** to craft a custom scent that's truly one-of-a-kind.



SCAN HERE for the full list of Downtown Alpharetta retailers

A THREE-DAY
GETAWAY TO
**UNWRAP
THE MAGIC**
IN ALPHARETTA



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 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 Alpharetta Avalon Area | 770-796-0310
Fairfield Inn & Suites Atlanta Alpharetta | 770-663-4000
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



Scan here with your smart phone or tablet to book your Alpharetta hotel room.

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The Official Destination Marketing Organization for Alpharetta, Georgia

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UNWRAP THE MAGIC OF ALPHARETTA!

Enter to win your own shopping and dining weekend getaway in Alpharetta after the holidays!

Prize Package includes:

- One-room, two-night weekend stay at Hilton Garden Inn Atlanta North/Alpharetta.
- \$100 gift card to Star's Hat and Jewelry Bar
- \$75 gift card to Ray's at Killer Creek
- \$50 gift card to Topgolf Alpharetta
- \$50 gift card to Five Daughters Bakery

ENTER TO WIN TODAY!



SCAN HERE to enter to win the **Unwrap the Magic of Alpharetta Holiday Getaway!**

Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) or stop by the **Alpharetta Welcome Center** between November 1 and December 31, 2024 to enter. One entry per person. Winner will be selected and notified the week of January 6, 2025.

Prize package valued at approximately \$590.

A full list of contest rules can be found at [awesomealpharetta.com](https://www.awesomealpharetta.com).
Offered by the Alpharetta Convention and Visitors Bureau.

HOLIDAY EVENT CALENDAR

NOVEMBER – DECEMBER

THE HAMILTON'S 4TH ANNUAL CHRISTMAS TREE LIGHTING

November 22

5:00 – 7:00PM

The Hamilton Alpharetta, Curio Collection by Hilton
35 Milton Ave.

Guests can enjoy hot holiday-themed cocktails, holiday-crafted snacks, a Santa photo opportunity, and festive live music while celebrating the lighting of a beautiful 23-ft. tall tree at 5:45PM. *Free admission.*



ARTISTS' HOLIDAY MARKET

November 23

10:00AM – 6:00PM

Alpharetta Arts Center
238 Canton St.

Give art for this holiday season! Artists will display and sell small works in a market or festival set up, creating a seasonal retail experience. Buyers and guests will enjoy a 'cash-and-carry' opportunity to purchase original artwork.

CITY OF ALPHARETTA TREE LIGHTING

November 23

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 24

1:00 – 8:00PM

400 Avalon Blvd.

Kick off the holiday season with the Lighting of Avalon. This family-friendly event will feature festive music, entertainment, and free activities for all ages. Just after the sun sets, the 30-ft. 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 24 – January 20, 2025

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.*

HOLIDAY HOP AND SHOP

Holiday shopping just got easier! Catch a ride on the **FREE** hop on, hop off shuttle to visit unique markets. A shuttle will run From 9:30AM – 5:00PM every 15 – 20 minutes. Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) for shuttle details. *Free admission.*

ALPHARETTA CHRISTMAS MARKET

December 7

9:00AM – 4:00PM

Innovation Academy, 125 Milton Ave.

Visitors will enjoy shopping for holiday gifts and products for everyone on your list. Enjoy a variety of crafts, food, decor, jewelry and more!

HEARTFELT HOLIDAY MARKET

December 7

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. Get in the holiday spirit with amazing shopping, and holiday fun.

MAKER'S MARKET ARTISAN FAIRE AT AVALON

December 7

10:00AM – 6:00PM

Boulevard East (from Apple to Pottery Barn, on both sides)

Enjoy browsing the Boulevard to shop this unique Artisan Faire. There will be live music, characters, and more!

THE NUTCRACKER

presented by Metropolitan Ballet Theatre

December 13 –15; Times vary by day

Innovation Academy, 125 Milton Ave.

Join the 23rd year of this traditional holiday classic, presented by Maniya Barredo's Metropolitan Ballet Theatre. *Ticket admission required.*

SNOW DAY AT ALPHARETTA CITY CENTER

December 14

11:00AM – 2:00PM

Town Green, 2001 Commerce St.

There's 'snow' place like Alpharetta as we celebrate the annual Snow Day at ACC. The property will be transformed into a Winter Wonderland, where guests can enjoy live music, snow, craft-making stations and several social-media worthy photo opportunities. *Free admission.*

MENORAH LIGHTING IN DOWNTOWN ALPHARETTA

December 25

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.*

MENORAH LIGHTING OF AVALON

December 29

5:00 – 6:00PM

400 Avalon Blvd.

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



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 2025 with live music, kids activities and a countdown to noon when a giant balloon drop will welcome in the New Year! *Ticket admission required.*



SANTA AT AVALON

November 25 – December 24

Palmer's Plaza at Avalon, 900 3rd St.

Celebrate this holiday season with Santa photos at Avalon! To guarantee your special time with Santa, please book an appointment. *Reservations required.*

STORY TIME WITH SANTA AT AVALON

November 25 – December 23

Palmer's Plaza at Avalon, 900 3rd St.

Settle into Santa's cottage on Monday nights for holiday stories read by the jolly man himself each. 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 7 | 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 onsite and emailed instantly to each person, so it can be shared with family and friends. Attendees are advised to **not wear green** clothing as the photographer will be using a "green screen".

HOLLY JOLLY PINES AND PHOTOS WITH SANTA

November 23 – December 24

1000 North Point Cir.

Capture special moments with Santa. Reservations strongly encouraged. Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) for a list of times.

SANTA TUCK-INS

Hotel at Avalon, 9000 Avalon Blvd.

Reservations are required. Call 678-222-3600.

Make new Christmas memories with a Santa Tuck-In!



For current information and a full list of special events, visit the Calendar of Events at [awesomealpharetta.com](https://www.awesomealpharetta.com). Event information is accurate as possible at time of creation. Please note that event dates, times and locations are subject to change.