

FOR IMMEDIATE RELEASE

[Unwrap the details of your three-day holiday getaway here!](#)

Alpharetta Invites You to Unwrap the Magic This Holiday Season

ALPHARETTA, GA – (October 31, 2024) – This holiday season, The Alpharetta Convention & Visitors Bureau invites visitors to “unwrap the magic” with a spectacular lineup of holiday events and festive experiences to light up every heart. From sparkling tree lightings to enchanting holiday markets, graceful ballet performances, and family-friendly New Year’s celebrations, Alpharetta is set to be the ultimate destination for a season brimming with joy, connection, and unforgettable moments. With twinkling lights, delightful markets, and seasonal celebrations around every corner, Alpharetta is ready to welcome guests into the heart of holiday cheer!



“Alpharetta truly shines during the holidays,” says Janet Rodgers, President & CEO of the Alpharetta Convention & Visitors Bureau. “When you visit Alpharetta for the holidays, you’ll feel like you’re coming home. Our holiday traditions are all about creating that warm, cheery holiday spirit and bringing together friends and families to experience something truly magical! There is no better place to make cherished memories this season than right here in Alpharetta!”

Visitors and residents are in for a treat with Alpharetta’s full calendar of festive events. The holidays are filled with a range of activities, ensuring there’s something for everyone to enjoy.



Discover unique gifts, holiday treats, and local crafts at Alpharetta's **holiday markets**, perfect for finding that one-of-a-kind present or savoring the festive spirit with warm drinks and seasonal goodies.

Gather with loved ones to witness the magic of Alpharetta's **tree lighting celebrations**, complete with music, caroling, and the twinkle of lights where each sparkling tree illuminates the night.



A winter favorite, Avalon's seasonal **ice-skating** rink invites skaters of all ages to glide under the holiday lights, for a charming winter wonderland experience!

Relive the magic of the holiday classic, **The Nutcracker Ballet**, with a mesmerizing performance as Clara's enchanting journey brings holiday dreams to life.

Little ones can visit **Santa** for photos, story time, or even a cozy tuck-in to capture the warmth of holiday bedtime traditions.

Honor the Festival of Lights during Alpharetta's **Menorah Lighting**, a meaningful gathering to come together in celebration of Hanukkah.

As we are saying goodbye to 2024, don't forget to ring in **Noon Year's Eve** at Avalon with crafts and a balloon drop - perfect for celebrating early!

Alpharetta is your destination for a holiday season filled with joy, tradition, and memorable moments. With endless opportunities for holiday fun (even **snow!**), each event invites you to “Unwrap the Magic” and experience the season, and Alpharetta, like never before.

With so much to do, why not stay the night? Book your trip now when you visit www.awesomealpharetta.com.

While you’re planning, be sure to enter to win your own shopping and dining weekend getaway in Alpharetta after the holidays. Prize package includes one room, for a two-night weekend stay at Hilton Garden Inn Atlanta North/Alpharetta, along with gift cards to Star’s Hat and Jewelry Bar, Ray’s at Killer Creek, Topgolf Alpharetta, and Five Daughters Bakery. Enter by visiting [Unwrap the Magic of Alpharetta: Your Holiday Getaway Awaits! | Awesome Alpharetta](#) and good luck!

For more details and a complete holiday event schedule, visit our Holiday Event Calendar [HERE!](#) Festive events, joyful traditions, and family fun await!

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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. Recently named Alpharetta one of the top 10 of “The South’s Best Cities on the Rise 2024,” Southern Living Magazine and The Local Palate readers selected Alpharetta as a Top 3 Culinary Town in the South for 2024. Learn more and book your hotel at awesomealpharetta.com.

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