

SHOP, SIP, & SHINE!



YOUR HOLIDAY

in Alpharetta, Ga.



SLEIGH YOUR HOLIDAY

SHOP

You don't have to go to the North Pole to experience the magic of the holidays! It's all right here in Alpharetta, Ga. Families can shop, sip, and shine their way through twinkling lights and sparkling storefronts, with unforgettable experiences on every corner.



With more than **250 shops** across its dynamic districts, there's truly something for everyone in Alpharetta.

At **Avalon**, upscale boutiques line the boulevards with curated finds, from the artisan leather goods at **Fount** to the signature scents of **Jo Malone**. Just down the road, **Downtown Alpharetta** offers charming, walkable experiences filled with locally owned treasures like **Ginny & Daughters**, a boutique specializing in handcrafted home goods. Or get your jingle on with **Comeback Vinyl**, your local record store.



The **North Point** area blends big-name favorites with family friendly fun. Fashion lovers can refresh their wardrobe at **H&M**, where trendy styles meet everyday comfort. And for the youngest shoppers, **Learning Express** is a wonderland of imagination, bursting with toys, interactive games, and gifts that spark creativity and joy.



SIP

Once your shopping bags are full, unwind at one of Alpharetta's standout dining spots. Cozy up with a hot cocoa or spiced latte from local favorites like **Just Love Coffee Cafe** or **Fuel Coffee**, or indulge in a wine tasting at **Cooper's Hawk Winery & Restaurant**.

And for a dash of holiday cheer, don't miss the city's seasonal pop-up bars! **Mercantile Social**, **UP on the Roof**, **The Cape Restaurant & Beach Bar**, and **The Hamilton Hotel** are serving up festive cocktails in dazzling style from twinkling lights to creative drink menus, these spots are perfect for toasting the season in style.



SHINE



As night falls, Alpharetta shines! Trees light up all around town to kick off the holidays. The annual **Season of Celebration** tree lighting in **Downtown Alpharetta** is the perfect time to stroll through a festive wonderland, getting that perfect holiday photo with the family and friends. The holiday magic continues at **Avalon** with its signature seasonal celebration, **The Lighting of Avalon**, a dazzling event that brings the community together. Guests can enjoy a festive ice skating experience at **Avalon on Ice** in the center of **The Plaza**, surrounded by twinkling

lights, cheerful music, and the joyful buzz of the season. Whether you're gliding across the rink or soaking in the sights, Avalon offers a picture perfect way to celebrate the holidays in style.

Celebrate the season with Alpharetta's premier holiday experience! **Lights on the Loop** is a month-long celebration featuring a spectacular light display along a one-mile stretch of the **Alpha Loop** trail. With themed weekends, live entertainment, and a curated Winter Village, this event is expected to draw hundreds of visitors and creates unforgettable holiday memories.



SHOP, SIP, & SHINE
WITH YOUR OWN PERFECT WEEKEND

SLEIGH Your Own HOLIDAYS This Season!

Enter for a chance to win a weekend in Alpharetta, with some cozy winter treats!

PRIZE PACKAGE INCLUDES:

- A one-room, two-night stay at the **Fairfield Inn & Suites Atlanta Alpharetta**
- \$100 gift card to **Avalon's Stores**
- \$50 gift card to **AMC Dine-In Theatres North Point Mall 12**
- \$50 gift card to dine at **Citizen Soul**

ENTER TO WIN TODAY!



SCAN HERE to enter to win a weekend getaway in Alpharetta, Georgia

Visit awesomealpharetta.com or stop by the **Alpharetta Welcome Center** between November 1 and December 31, 2025 to enter. One entry per person. Winner will be selected and notified the week of January 5, 2026.

Prize package valued at approximately \$590. A full list of contest rules can be found at awesomealpharetta.com. Offered by the Alpharetta Convention and Visitors Bureau.

With so much to do,
why not stay the night?

Add **value** to your stay with **special rates** and **packages** at one of our 31 modern and upscale hotels. Many offer a selection of **suites**, **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** | 470-789-9367
- 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 to book your Alpharetta hotel room with just one click!



#AwesomeAlpharetta

SANTA SIGHTINGS

TUCK-INS WITH SANTA AT THE HOTEL AT AVALON
November 21–27, 29, December 5–6, 12–13, 19–23
The Hotel at Avalon, 9000 Avalon Blvd.

St. Nick himself will visit children and read them a bedtime story. *By appointment only. *Hotel reservations required*

NORTH POINT HOLIDAY KICKOFF

November 22 | 12:00–3:00 p.m.
North Point Mall, 1000 North Point Cir.

Plenty of family fun awaits visitors to the mall, with a special appearance from Santa!



NORTH POINT CELEBRATES SANTA

November 23–December 24 | Times vary
North Point Mall, 1000 North Point Cir.

Santa’s Coming to North Point Mall! Bring the family to experience the magic of the holidays!

SANTA AT AVALON

November 24–December 24 | Times vary
Avalon, Santa’s Cottage in Palmer Plaza, 950 3rd St.

Visit the Jolly Elf in his cozy cottage in Avalon and have family photos taken. *Ticket admission required.*

BREAKFAST WITH SANTA AT AVALON

December 6 | Chick-fil-A Avalon, 2720 Old Milton Pkwy.
December 7 | Oak Steakhouse, 950 3rd St.

Meet with Santa over a delicious breakfast. *Ticket admission required.*



SCAN HERE to find a complete list of Santa sightings this holiday season in Alpharetta.

FREE PHOTOS WITH SANTA

December 6 | 10:00 a.m.–12:00 p.m.
Alpharetta Convention & Visitors Bureau, 178 South Main St., Ste. 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. *Attendees are advised to not wear green clothing as the photographer will be using a “green screen” and green clothing will interfere with the photo quality.*

SEASON OF LIGHTS

HAMILTON TREE LIGHTING

November 21 | 5:00–7:00 p.m.
The Hamilton Alpharetta, Curio Collection by Hilton, 35 Milton Ave.
Enjoy hot cocktails, holiday crafted snacks, and live music while admiring the festive tree in the Courtyard. *Free admission.*



**SEASON OF CELEBRATION
ALPHARETTA TREE LIGHTING**

November 22 | 5:00–8:00 p.m.
Downtown Alpharetta, 2 Park Plz.
Kick off the holiday season with a magical lighting in Downtown Alpharetta! Enjoy live music, snow flurries, marshmallow roasting, sing-alongs, and more. To top it all off, Santa and friends will make a guest appearance! Join us for this unforgettable experience with family and friends. *Free admission.*

THE LIGHTING OF AVALON

November 23 | 2:00–7:30 p.m.
Avalon, 400 Avalon Blvd.

This family-friendly event will feature holiday music, entertainment, and free activities for all ages. Just after the sun sets, the festively decorated Christmas tree will light up the night and the evening will culminate with the arrival of Santa Claus. *Free admission.*



LIGHTS ON THE LOOP

December 1–31 | Daily 5:00–11:00 p.m.

Themed Weekends:

December 5–6, 12–13, 19–20 | 5:30–8:30 p.m.

Located behind 2500 Northwinds Parkway along the Alpha Loop.

Lights on the Loop is a month-long celebration featuring a spectacular light display along a one-mile stretch of the Alpha Loop trail. With themed weekends, live entertainment, and a curated Winter Village, this event is expected to draw hundreds of visitors and creates unforgettable holiday memories. *Free admission.*

**MENORAH LIGHTING
OF AVALON**

December 14 | 5:00–6:00 p.m.
Avalon, 400 Avalon Blvd.

Guests are invited to a traditional Menorah lighting ceremony to celebrate the first night of Channukah. Enjoy refreshments, music, and entertainment for all ages. *Free admission.*



**CHANNUKAH MENORAH LIGHTING
IN DOWNTOWN ALPHARETTA**

December 21 | 5:00–6:00 p.m.
Town Green, 2001 Commerce St.

Join the City of Alpharetta for the annual lighting of the Alpharetta Menorah on the Town Green. *Free admission.*



SCAN HERE for more information and to find a complete list of wonderful, colorful seasonal lights in Alpharetta.

HOLIDAY HAPPENINGS

WINTER FAIRY TALE VILLAGE

November 13–30, December 4–31, 2025 | Times vary
January 2–4, 2026 | Times vary
North Point Mall, 1000 North Point Cir.

Meet live characters, stroll through the Clock Maker’s Workshop, the Winter Wonderland, and more as you watch a magical story unfold in real time. *Ticket admission required.*



ARTISTS’ HOLIDAY MARKET

November 15 | 10:00 a.m.–4:30 p.m.

Alpharetta Arts Center, 238 Canton St.

Give art for this holiday season! Explore booths filled with unique, handmade pieces perfect for holiday giving. Browse a wide selection of original artwork, from jewelry and ceramics to seasonal items and wearable art, created by both new and returning artists. *Free Admission.*

AVALON ON ICE

November 23, 2025–January 19, 2026 | Times vary
Avalon, 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. *Ticket admission required.*



ALPHARETTA CHRISTMAS MARKET

December 6 | 9:00 a.m.–4:00 p.m.
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! *Free Admission.*

THE NUTCRACKER

Presented by the
Metropolitan Ballet Theatre
December 12–14 | Times vary
Innovation Academy,
125 Milton Ave.

See the holiday classic brought to life, presented by the Metropolitan Ballet Theatre. *Ticket admission required.*



SNOW DAY AT ALPHARETTA CITY CENTER

December 13 | 11:00 a.m.–1:00 p.m.

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.*

JINGLE JOG

December 14 | 9:00 a.m.–12:00 p.m.
The Hotel at Avalon, 9000 Avalon Blvd.

Spread the holiday cheer as you dash along the Boulevard with Santa. This one-mile fun run is for elves of all ages and will feature festive surprises to get you in the spirit of the season. After you race down the Boulevard, stick around for a Holiday Brunch featuring a Nutcracker Ballet performance and other activities. *Ticket admission required.*

NOON YEAR’S EVE

December 31 | 10:00 a.m.–12:00 p.m.
The Hotel at Avalon, 9000 Avalon Blvd.

Kick off your New Year’s celebration early and come out to Avalon’s Noon Year’s Eve Party at The Hotel at Avalon! This family-friendly event invites partygoers of all ages to ring in 2026 with live music, face painting, crafts, and countdown to Noon when a giant balloon drop will welcome in the New Year! *Ticket admission required.*



SCAN HERE for more information and to find a complete list of holiday celebrations in Awesome Alpharetta.

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