



Alpharetta Announces Parker McCollum Ticket Giveaway as Part of National Travel and Tourism Week

Visitors can enter at the Welcome Center or online May 3–9 as city highlights tourism’s local economic impact

Alpharetta, GA – April 30, 2026 – The Alpharetta Convention & Visitors Bureau (ACVB) is joining destinations nationwide in celebrating National Travel and Tourism Week (NTTW), May 3–9, 2026, with a special giveaway of two VIP tickets to see Parker McCollum at Ameris Bank Amphitheatre.



To participate in NTTW, visitors are invited to stop by the Alpharetta Welcome Center Monday through Friday between 8:30 a.m. to 5 p.m. for Alpharetta promotional items and a chance to win two tickets for the July 18 Parker McCollum concert. The contest can also be entered online. The Welcome Center is located at 178 South Main St, Suite 200, Alpharetta, GA 30009.

National Travel and Tourism Week recognizes the essential role travel plays in strengthening local communities. In Georgia, travel generates more than \$5 billion in tax revenue annually, according to the Georgia Association of Convention & Visitors Bureaus. In Alpharetta, tourism fuels local businesses, creates hospitality jobs, and strengthens a dynamic hospitality landscape that includes more than 270 restaurants, over 250 retailers, and 31 hotels.

“Travel drives economic growth and strengthens community connection,” said Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau. “With standout dining, great shopping, outdoor trails and parks, and live music and events,

Alpharetta is a year-round destination. National Travel and Tourism Week is the perfect time to plan your visit.”

This year’s celebration comes at a pivotal moment as the United States prepares to welcome global audiences for the FIFA World Cup and the nation’s 250th anniversary in 2026. Alpharetta has created specific campaigns tied to these milestones to drive visitation during and after the events, including a new *Patriotic Pathway* walking tour that explores 13 locations in Alpharetta that reflect significant moments in America’s history.

For more information, contest details, or to plan your visit, stop by the Alpharetta Welcome Center or visit [awesomealpharetta.com](https://www.awesomealpharetta.com).