



## New Annual Alpharetta Visitors Guide Inspires Unforgettable Getaways

*Free guide showcases the city's live music, culinary scene, shopping districts, outdoor adventures, family fun and can't-miss events.*



**ALPHARETTA, GA – July 9, 2026** — The Alpharetta Convention & Visitors Bureau has released the **2026 Alpharetta Visitors Guide**, the official planning resource for an unforgettable visit to Alpharetta, Georgia. It brings together live music, dining, lodging, history, arts, outdoor activities, family-friendly fun, shopping and events in one place, making it easy for travelers to see how much they can experience during a stay.

Alpharetta's reputation as **Alpharetta Music City** shines through a vibrant mix of intimate listening rooms, outdoor concerts, and more than eight official Music City stages across the city. This dynamic scene is complemented by major performances at **Ameris Bank Amphitheatre**, one of metro Atlanta's premier venues for touring artists. Travelers can plan

their visit around signature events like the **Wire & Wood Songwriters Festival** and round out the experience with more than 270 dining options, from chef-driven concepts and global flavors to casual favorites, perfectly paired with a night of live music.

A variety of modern, welcoming hotels provides guests with convenient access to all that Alpharetta has to offer, serving as ideal home bases for concert weekends, shopping trips, and family getaways. From nearby attractions and entertainment to dining and outdoor experiences, everything is just moments away. Visitors can also explore Alpharetta's rich history, arts, and culture through engaging museums, self-guided walks, public art, and galleries that bring the city's story and creative spirit to life.

Family-friendly fun is woven throughout the destination, with engaging entertainment centers and indoor attractions, along with kid-approved experiences. It's easy to combine game nights, bowling, interactive play spaces and movie outings with time outdoors, giving families of all ages plenty of ways to play their way through Alpharetta.

Outdoor enthusiasts of all ages will appreciate the emphasis on fresh-air adventures, including the **Big Creek Greenway**, a scenic paved trail ideal for walking, jogging, and biking, and more than 25 parks spread throughout the city, such as the newly renovated and accessible **Wacky World Playground**. Visitors can also explore the **Alpha Loop**, a unique multi-use trail system that connects Alpharetta's top attractions and provides an easy, active way to experience the destination. For one-of-a-kind experiences, attractions like the **Motorcycle Safety Foundation** add an unexpected twist, while arboretums and nature-focused spots offer peaceful escapes to balance days filled with dining, shopping, and entertainment.

Shopping in Alpharetta offers distinct experiences, from the upscale, walkable setting of **Avalon** to the charming boutiques and locally owned shops in Downtown Alpharetta and the wide mix of retail and entertainment at **North Point**. At Avalon, visitors can discover unique finds like the first standalone **Boden** store in the United States, making it a must-visit destination for something truly special. Throughout the year, guests can also enjoy a variety of seasonal events and experiences that make every visit to Alpharetta memorable.

The guide's list of **can't-miss events** helps travelers quickly see what's happening throughout the year, from festivals and outdoor concerts to family-friendly gatherings and holiday happenings. Whether someone is planning a trip specifically to attend a favorite event or putting together a relaxed weekend getaway, the Alpharetta Visitors Guide helps visitors make the most of their trip with practical information and a 24-hour itinerary designed to inspire and simplify planning.

Available in print and digital formats, visitors can request a complimentary copy from the Alpharetta Welcome Center by phone or email, pick one up in person, or start planning immediately using the interactive online edition. Claim your copy at <https://www.awesomealpharetta.com/visitors-guide/>.

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### **Alpharetta Convention & Visitors Bureau**

The Alpharetta Convention & Visitors Bureau serves as the official destination marketing organization for Alpharetta, Georgia, a thriving Southern city known for its dynamic culinary scene, premier shopping, family-friendly events and year-round entertainment. The Bureau promotes travel and tourism to increase economic impact and enhance the community's quality of life by welcoming visitors to experience more than 270 dining options, an exciting lineup of annual festivals, outdoor recreation opportunities and a vibrant live music scene that spotlights Alpharetta Music City. Alpharetta features 31 modern hotels, providing visitors with a wide range of lodging options. Learn more and book your stay at [awesomealpharetta.com](http://awesomealpharetta.com).

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*Images can be found here:*

[https://www.dropbox.com/scl/fo/509dn8fm87vq1v3qbl6sz/AIDOGzw\\_qTP5RASON3bJwOI?rlkey=5s54krmxagtna7mute5a5h8ng&st=lqaped2w&dl=0](https://www.dropbox.com/scl/fo/509dn8fm87vq1v3qbl6sz/AIDOGzw_qTP5RASON3bJwOI?rlkey=5s54krmxagtna7mute5a5h8ng&st=lqaped2w&dl=0)

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