

Alpharetta
GEORGIA

A LOOK AT
**THE ALPHARETTA
CONVENTION &
VISITORS BUREAU**



— *awesome* —
ALPHARETTA
CONVENTION & VISITORS BUREAU

678-297-2811
awesomealpharetta.com

The Official Destination Marketing Organization for Alpharetta, Georgia

WHO WE ARE

The Alpharetta Convention & Visitors Bureau (CVB) is the official destination marketing organization for the City of Alpharetta. Our mission is to position Alpharetta as a regionally, nationally and globally recognized premier tourism destination. We do this by developing strategic programs designed to attract visitors to spend the night in Alpharetta. We continually look for creative ways to market and promote Alpharetta to leisure travelers, business travelers, sports organizers, tour operators, meeting, wedding, and reunion planners. More visitation to Alpharetta equates to more dollars spent in the community which enhances the quality of life for those who live and work in Alpharetta.

HOW WE ARE FUNDED

Alpharetta's hotels collect an eight percent hotel occupancy tax from visitors. This tax is paid to the City of Alpharetta. The city distributes the tax monthly among the following entities: the city retains 37.5 percent; the Alpharetta CVB receives 43.75 percent to use for marketing and promotions for the destination; and the Alpharetta Conference Center receives 18.75 percent.



HOW WE ARE ORGANIZED

The Alpharetta CVB is structured so that each staff member is responsible for specific functions within the organization. This allows each function to contribute maximum efficiency and productivity to market and promote Alpharetta as a premier tourism destination. These functions fall within the following areas: Administration, Marketing, and Group Sales.

WHAT WE DO

The Alpharetta CVB uses targeted marketing strategies, along with aggressive sales efforts, to attract overnight visitors to the city. We do this with the following methods:

- Develop ads (digital, display, print, and social) and place them in the most effective outlets to tell our destination's story for group, business and leisure travel
- Create compelling visual collateral materials to capture the reader and visitor's attention
- Develop a strategic public relations and social media plan geared to our target markets through print and online outlets
- Build relationships with journalists, influencers and travel writers, and invite them to visit and experience Awesome Alpharetta
- Maintain our website with pertinent visitor information about Alpharetta (location, hotels, maps, attractions, things to do, calendar of events, meeting venues, shops, restaurants and complimentary services, etc.)
- Develop attractive and professional photos and videos to support advertising, public relations, online outlets and sales efforts
- Optimize SEO and SEM for the website
- Garner group leads by attending tradeshow, sales calls and hosting networking events

Administration

The administrative team oversees the day to day operations of the CVB including Board Administration, Budget, Finance, Human Resources, Staff Development, Office Procedures and IT Support.

Marketing

The marketing team oversees the branding of the CVB and establishes objectives to increase the awareness of Alpharetta as a destination for leisure, business and group travel. Marketing tells the story of Alpharetta and spotlights the economic importance of the visitor industry to the city. These objectives are accomplished by:

1) Advertising, Promotions and Creative Services

- Advertise in local, regional and national publications (*digital and print*) with a focus on the Southeastern states
- Advertise in regional malls around the country
- Advertise in state visitor information centers in Georgia
- Create customized collateral including Alpharetta's *Official Visitors Guide* and group market specific brochures – we distribute these locally, regionally and nationally
- Manage the branding for the bureau to create awareness of the organization among residents, businesses and visitors
- Manage the Alpharetta Welcome Center, a valuable resource for visitors, newcomers and residents
- Develop collateral materials and complete a marketing schedule that includes five themed projects giving visitors a reason to come to Alpharetta year round
- Develop, maintain and grow photo and video libraries
- Develop appealing content for biweekly newsletter and research opportunities to increase readership



2) Public Relations/Communications/Social Media

- Write, distribute and pitch press releases and story ideas to local, regional and national media/publications
- Build relationships with media and connect them with the information they need including quotes, interviews and content
- Manage social media outlets with engaging content to position Alpharetta positively and effectively on all platforms
- Conduct media familiarization tours (FAMs) throughout the year
- Work with influencers and bloggers to tell the Awesome Alpharetta story

3) Technology Services

- Optimize **awesomealpharetta.com** through SEO, SEM and leverage social media to promote new website features and content
- Develop market research of existing and new visitors to our website
- Equip staff with the most current technology and software
- Identify website enhancements that provide a better user experience and increase awareness of Alpharetta as a destination for travelers
- Support all functions of the bureau through technology and CVB website
- Work with the community and other partners to have **awesomealpharetta.com** listed as the official source for information for visitors to Alpharetta.

Group Sales

The group sales team oversees the sales strategies designed to increase the number of group room nights booked and leads generated for Alpharetta's hotels. The target markets include: sports, weddings, reunions, mitzvahs, religious, group tour and travel, corporate/small to mid-sized meetings, associations, education, government and special events. These strategies are accomplished by:

- Attending local, regional and national tradeshows to focus on groups that can be accommodated by the hotels, venues and spaces in Alpharetta
- Conducting sales calls and site visits to give organizers and planners a better experience of Alpharetta's venue and hotel options for their event
- Networking at trade association meetings and conferences
- Hosting Family Reunion Workshops to highlight the free event planning resources offered by the CVB

ONE STOP RESOURCE

The experienced staff of the Alpharetta CVB offers complimentary and personalized event planning resources.

We will:

- Be a single point of contact as your Alpharetta planning resource
- Provide insight and confirm availability of sports fields/gyms and event facilities in the area based on what is needed for your event
- Check hotel rates and availability at Alpharetta hotels based on your needs and provide you with one comprehensive list of options
- Assist with destination and hotel site inspections
- Provide complimentary welcome bags with Alpharetta visitor information for Alpharetta hotel guests
- Offer insider tips on securing the best activities, dining and vendor options for your event
- Suggest customized itineraries for attendees



Alpharetta

GEORGIA

Find the perfect Alpharetta hotel

Enhance your experience with special rates and packages at one of our **31 modern and stylish hotels**.

All hotels are centrally located and convenient to shopping, dining, and fun activities. Many of our locations provide a selection of **suites, complimentary breakfast, and free parking**.

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 with your smart phone or tablet to see a full list of Alpharetta hotels.



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