Alpharetta
GEORGIA

Twinkling Lights & Holiday Delights

In Alpharetta







awesome ALPHARETTA CONVENTION & VISITORS BUREAU

678-297-2811
awesomealpharetta.com

The Official Destination Marketing Organization for Alpharetta, Georgia



Enter To Win Your Own

Shopping & Dining

Weekend In Alpharetta

Prize Package Includes

One-room, two-night stay at TownePlace Suites Atlanta/Alpharetta

$100 Gift Card to Von Maur

$50 Gift Card to Posman Books

$50 Gift Card to Connors Steak & Seafood

Scan Here to **Enter To Win**
A **Weekend Getaway** in Alpharetta!

Visit **awesomealpharetta.com** or stop by the **Alpharetta Welcome Center** between November 1 and December 31, 2026 to enter. One entry per person. Winner will be selected and notified the week of January 1, 2027. 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.

Start Your Storybook Season In Alpharetta!

Step into your own holiday story, one filled with **twinkling lights**, **festive celebrations**, **delicious dining**, and **merry moments** around every corner. In Alpharetta, the holidays feel a little more **magical**, and there's no better place to create your own **seasonal memories**.



Your Holiday Story Is Waiting To Be Written

Whether you're searching for **awe-inspiring lights**, the **perfect gift**, a **memorable meal**, or a **new family tradition**, make Alpharetta part of your holiday story. Come for the lights, stay for the delights, and turn your holiday shopping trip into a festive getaway in Alpharetta.







Shop The Season

From the charming boutiques and local favorites of **Downtown Alpharetta** to the hidden gems along **Windward Parkway**, every shopping district offers something unique. Browse luxury brands and stylish finds at **Avalon**, then head to the **North Point** area to shop department stores including **Von Maur**, **Dillard's**, and **Macy's** inside **North Point Mall**, along with nearby retailers such as **REI** and **Cavender's Boot City**. Whether you're crossing names off your gift list or searching for the perfect seasonal find, Alpharetta offers **a festive shopping experience** for every style.





Make holiday shopping part of the celebration during **Retail Month** in Alpharetta. With **more than 250 shops** to explore, you'll find everything from one-of-a-kind gifts and festive finds to favorite brands and luxury treasures. Shop **Alpharetta retailers** during the month of **November** and receive a *"Shops of Alpharetta"* tote bag as a Thank You. Bring receipts totaling $150 or more from official Alpharetta retailers to the Alpharetta Welcome Center (located at 178 S. Main Street) to claim your tote. Receipts must be dated November 1-30, 2026.
One tote per visitor. While supplies last. Restrictions apply.

SCAN HERE to learn more about **Alpharetta Retail Month**

Follow The Lights

Celebrate the magic of the season as Alpharetta comes alive with dazzling lights, festive traditions, and unforgettable holiday moments. Kick off the festivities at **The Hamilton Hotel's Tree Lighting** to welcome the season with twinkling lights, holiday cheer, and family-friendly fun.

Next, head to **Downtown Alpharetta's Season of Celebration Tree Lighting**, where 10,000 sparkling lights illuminate the heart of the city and create a picture-perfect backdrop for holiday memories. Then make plans for **The Lighting of Avalon**, featuring festive entertainment, Santa's grand arrival, and the opening of the beloved **Avalon on Ice**.

New this year, the beloved **Friendship Ring** kids sculpture at the front corner of the **Alpharetta Community Center** will shine with holiday lights, creating a magical display for children and visitors of all ages to enjoy. Round out your holiday adventure with **Lights on the Loop**, a month-long December experience featuring a spectacular one-mile display of lights along the walkable **Alpha Loop**. Together, these festive experiences make **Alpharetta** a must-visit **holiday destination for the whole family.**



Savor The Holidays

All that holiday shopping works up an appetite, and Alpharetta offers more than **270 restaurants** ready to satisfy every craving. Settle in for chef-driven dining at **Colletta**, enjoy a leisurely meal at **Citizen Soul**, or warm up with hot chocolate from **Just Love Coffee**. From international flavors and cozy cafés to festive cocktails and memorable meals, there's always something delicious waiting around the corner.







Alpharetta Calendar of Events • November - December

Once Upon A Merry Maze
November 13 - January 10, 2027
Fridays, Saturdays, Sundays
Times Very - North Point Mall - 1000 North Point Cr.

Explore a festive maze, complete a scavenger hunt and create your own holiday ornament. *Children under 3 are free with adult admission. Ticket admission required.*



North Point Holiday Kick Off
November 21
12:00 - 3:00 p.m.
North Point Mall - 1000 North Point Cr.

Located in the center court inside North Point Mall, a marching band parade will welcome Santa. There will be face painters, balloon twisters, roaming characters, and stilt walkers for a fun family event. *Free admission.*

Alpharetta Farmer's Market
Saturday Mornings - November 7 & 14
8:30 a.m. - 12:30 p.m.
Downtown Alpharetta

Shop fresh and local at the Alpharetta Farmers Market! Discover seasonal produce, delicious foods, flowers, handcrafted goods and more in the heart of Downtown Alpharetta. *Free admission.*

Holiday Artist Market
November 21
10:00 a.m. - 4:30 p.m.
Alpharetta Arts Center

Arts Alpharetta's much-anticipated Holiday Artists Market is back! Experience a delightful day of festive shopping. 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.*

Alpharetta Symphony: An Alpharetta Holiday
November 28
3:00 - 5:30 p.m.
Innovation Academy - 125 Milton Academy

Celebrate the season with the **Alpharetta Symphony** at *An Alpharetta Holiday*. Enjoy beloved holiday movie themes, sing-along carols and classical favorites for a festive evening the whole family can enjoy. *Tickets required.*



Avalon On Ice
November 22, 2026 - January 18, 2027
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's Friendship Ring Sculpture Holiday Display
November 21 - December 31
Alpharetta Community Center
175 Roswell St.

Experience this beloved Alpharetta landmark transformed into a festive winter scene with sparkling lights, seasonal décor, and cheerful holiday accents. *Free admission.*

Alpharetta Christmas Market
December 5
9:00 a.m. - 4:00 p.m.
Innovation Academy
125 Milton Academy

Shop and celebrate at Alpharetta's favorite Christmas Market! Browse 80+ vendors for unique gifts and holiday finds, all while enjoying live music at this festive indoor event. *Free admission.*

Snow Day At Alpharetta City Center
December 5
11:00 a.m. - 1:00 p.m.
Town Green - 2001 Commerce St.

The Town Green 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.*

Seasonal Lights

The Hamilton Alpharetta's Annual Christmas Tree Lighting
November 20
5:30 - 8:00 p.m.
The Hamilton Hotel - 25 Milton Ave.

Celebrate the season with live holiday music, photos with Santa, hot chocolate and treats for kids, family photo area and holiday classics on the big screen. *Free admission.*

Season of Celebration Tree Lighting
November 21
5:00 - 9:00 p.m.
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.*

Lighting of Avalon
November 22
2:00 - 7:30 p.m.
Avalon - 400 Avalon Blvd.

Get in the holiday spirit with festive music and free activities for the whole family. From the annual opening of Avalon on Ice to the magnificent tree lighting at dusk and an appearance from Jolly Old Saint Nick himself, there is something exciting for all to enjoy. *Free admission.*

Lights On The Loop
December 4, 2026 - January 4, 2027
5:30 - 11:00 p.m. Nightly
Alpha Loop - 2500 Northwinds Pkwy. Between Old Milton Pkwy. & Northwinds Pkwy.

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. *Free admission.*

Menorah Lighting at Avalon
December 6
5:00 - 6:00 p.m.
Avalon - 400 Avalon Blvd.

Avalon will host a Chanukah celebration this holiday season! Guests are invited to the Boulevard with a traditional Menorah lighting ceremony. Chabad of North Fulton will help light the menorah and will have special goodies for guests. *Free admission.*

Downtown Alpharetta Menorah Lighting
December 10
5:00 - 6:00 p.m.
Town Green - 2001 Commerce St.

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



Makers Market Local Holiday Street Fair
December 12 - 10:00 a.m. - 6:00 p.m.
Avalon - 400 Avalon Blvd.

Find the best local artists, crafters, designers, and makers for a truly unforgettable holiday shopping experience. *Free admission.*

Alpharetta Winter Parade
December 12 - 5:30 - 7:00 p.m.
Canton Street

Celebrate the community, highlighting Alpharetta's youth, civic organizations, and the Rotary Club of Alpharetta. *Free admission.*

Jingle Jog
December 13 - 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. *Ticket admission required.*

4th Annual Ugly Sweater Bar Crawl
December 19 - 2:00 - 9:00 p.m.
Downtown Alpharetta

Get that ugly sweater, find those tacky holiday pants, and get ready to jingle bell rock with treats, prizes, and discounts throughout downtown. *Ticket admission required.*



Noon Year's Eve
December 31
10:00 a.m. - 12:30 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! Family fun, live music, face painting, crafts, and a countdown to the Noon giant balloon drop! *Tickets required.*

Santa Claus Is In Town!



Free Pictures with Santa
December 5
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. Photos will be printed onsite and emailed instantly to each person for easy sharing. Attendees are advised to not wear green clothing as the photographer will be using a "green screen." No pets. *Free admission.*

Santa Photos & Holiday Magic at North Point
November 21 - December 24
Hours Vary
North Point Mall

Find Holiday Magic with Santa! *Appointments are not required but are strongly encouraged.*

Santa At Avalon
Nov. 23 -Dec. 24
Avalon - 400 Avalon Blvd.

Santa will be at Avalon this season spreading holiday magic and taking photos at our North Pole-inspired cottage in Palmer Plaza. To guarantee time with Santa, please *book an appointment. Walk-ups will be accepted only if time allows.*

Tuck-Ins with Santa at The Hotel at Avalon
November 21 - December 23
By Appointment - Hotel Reservations Required
The Hotel at Avalon - 9000 Avalon Blvd.

Bring the magic of Christmas right to your guest room! Share milk, cookies and holiday wishes with Santa and Mrs. Claus for an unforgettable family experience.

For current information and a full list of special events, visit the Calendar of Events at **awesomealpharetta.com**. Event information is accurate as possible at time of printing. Please note that event dates, times and locations are subject to change.

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

Add **value** to your stay with **special rates** and **packages** at one of our 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!

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