awesome ALPHARETTA CONVENTION & VISITORS BUREAU

Alpharetta Sparkles with Twinkling Lights, Holiday Delights and Storybook Moments

Festive celebrations, inspired shopping, and a getaway giveaway bring extra cheer this season.



Images can be found at https://www.dropbox.com/scl/fo/uysgqwhi2daml4hq40dfu/AADPwgmYFnvU_A1OFUGGDlo?rlkey=vy52vxeuyhowb49gi9dh6c6u9&st=7p4e65t2&dl=0

ALPHARETTA, Ga., Oct. 27, 2026 — A canopy of sparkling lights. The glide of skates across the ice. Storefronts brimming with gifts waiting to be wrapped. Delicious meals shared over festive cocktails. This holiday season, Alpharetta welcomes visitors to a storybook celebration filled with merry traditions and a getaway giveaway that keeps the cheer going into the new year.

The festivities start Nov. 20–22 with four celebrations and three grand tree lightings. The Hamilton Hotel kicks off the weekend on Friday with music, holiday photos, and classic holiday movies, building excitement for their Christmas Tree reveal. On Saturday, Santa arrives aboard the train during North Point Mall's noon–3 p.m. Holiday Kickoff, followed that evening by snowflakes, singalongs, and the tree lighting at Downtown Alpharetta's Season

of Celebration. Sunday's Lighting of Avalon rounds out the weekend with free family activities, an appearance by Santa, and the opening of Avalon on Ice against the backdrop of their holiday tree.

Beyond the kickoff weekend, boutique shopping, hot chocolate and coffee breaks, and a sparkling mile-long display at Lights on the Loop keep the holiday spirit glowing. With thoughtful gifts to discover and delicious meals to linger over, Alpharetta offers plenty of reasons to settle in for a weekend of shopping, dining, and seasonal magic.

"Alpharetta feels like a favorite holiday movie come to life, with twinkling lights, ice skating, and gifts for everyone," said Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau. "Visitors and residents can gather and create holiday traditions that bring them back year after year."

Unwrap a Chance to Return

The holiday cheer doesn't have to end when the decorations come down. The Alpharetta Convention and Visitors Bureau is giving one lucky winner a shopping and dining getaway valued at approximately $590, offering something special to look forward to after the holiday rush.

From Nov. 1 through Dec. 31, 2026, enter at awesomealpharetta.com/holiday-delights-promotion or stop by the Alpharetta Welcome Center for a chance to win a prize package that includes:

- A one-room, two-night stay at TownePlace Suites Atlanta Alpharetta
- A $50 gift card to Posman Books
- A $100 gift card to Von Maur
- A $50 gift card to Connor's Steak and Seafood

One entry permitted per person. The winner will be selected and notified the week of Jan. 1, 2027. Complete contest rules are available at awesomealpharetta.com/holiday-delights-promotion.

With festive lights overhead and holiday discoveries around every corner, Alpharetta offers a cheerful setting for a day of shopping or a weekend away. Details on seasonal celebrations, shopping, dining, and overnight stays are available at awesomealpharetta.com/holiday-happenings-in-alpharetta.

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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.

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