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FOR IMMEDIATE RELEASE

Alpharetta Convention and Visitors Bureau Represented at Annual Tourism Day Event

ALPHARETTA, GA – February 2, 2011 - Janet Rodgers, Alpharetta CVB President and CEO, joined other Georgia tourism industry professionals who gathered Tuesday, January 25 for the annual Tourism Day at the Capitol. The event celebrates the significant role tourism plays in Georgia's economy. Representatives from the industry presented Governor Nathan Deal with a check representing the \$816.3 million in state tax revenue generated from tourism-related expenditures in 2009.

The U.S. Travel Association's 2009 Economic Impact Report indicates that tourists spent \$19.4 billion in Georgia, which ranks eighth in the U.S. for spending by domestic travelers and is the second fastest growing U.S. destination for international travelers, with a 9% increase.



*Janet Rodgers, Alpharetta CVB President and CEO, State Senator John Albers
and Dotty Etris, Executive Director of the Roswell CVB*

While at the Capitol, Dotty Etris, Executive Director of the Roswell CVB, joined Rodgers on visits to their state legislators, including Senator John Albers, Senate District 56, and Representative Chuck Martin, House District 47, to discuss the economic impact of tourism in North Fulton and to ask for their

continued support. “Programs such as Hospitality Highway highlight the entire GA400 corridor and enable the CVBs to partner with one another to grow tourism all across our region,” says Rodgers. “We appreciate all that our legislators have done to support us in these efforts and look forward to working with them on tourism initiatives in the future.”



Janet Rodgers, State Rep. Chuck Martin and Dotty Etris

During the Tourism Day ceremony, Governor Deal unveiled the new 2011 Georgia Travel Guide featuring Georgia’s own Paula, Jamie and Bobby Deen on the cover. The guide provides visitors with information on all of Georgia’s tourism assets including Alpharetta’s 23 hotels, Verizon Wireless Amphitheatre and other attractions, and the Alpharetta CVB. The 750,000 guides are distributed through the state’s 11 Visitor Information Centers and at CVB welcome centers, including the Alpharetta Welcome Center located at 178 South Main Street.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit awesomealpharetta.com for more information.