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FOR IMMEDIATE RELEASE

The Alpharetta CVB Celebrates National Tourism Week

ALPHARETTA, GA – May 2, 2011 – Joining cities nationwide to recognize the economic, cultural and social benefits of travel and tourism, the Alpharetta Convention and Visitors Bureau is inviting visitors and residents to stop by the Alpharetta Welcome Center the week of May 7 – 14 during regular operating hours for free refreshments and to learn more about Alpharetta and the services of the CVB. The Welcome Center is open Monday through Friday from 9 a.m. until 5 p.m. and Saturdays from 10 a.m. until 4 p.m.



The Alpharetta Welcome Center is located at 178 South Main Street, Alpharetta

Travel and tourism is a \$31 billion industry in Georgia, providing 234,000 jobs and generating \$1.5 billion in state and local tax revenue. Broad and diverse, the industry employs a vast workforce, from airline and hotel employees to restaurant, attraction and taxi workers. But it further supports workers in other industry sectors, such as construction, manufacturing and finance.

“Travel is a force in America’s economy that is simply too important to ignore. It’s responsible for employing one out of every nine Americans, more people than other giants like the insurance or automotive industries,” said Roger Dow, President and CEO of the U.S. Travel Association, the umbrella organization representing the U.S. Travel industry.

In Alpharetta, tourism initiatives are supported by a portion of the 6% occupancy tax, collected by hoteliers on behalf of the city. In the 2010-11 fiscal year, the occupancy tax collected will be approximately \$2.7 million. The city’s portion will amount to approximately \$1.5 million and will be used for programs that directly benefit its citizens. The Alpharetta CVB’s portion will be \$1.2 million and will be used to continue programs that promote Alpharetta as a tourism destination.

“We welcome the opportunity to show our appreciation to our visitors and residents during National Tourism Week,” says Janet Rodgers, President and CEO. “Tourism is vitally important to our nation, state and city and this week of celebration gives us another excellent opportunity to showcase Alpharetta as a great place to visit, live, work and play.”

For more information about Alpharetta’s observance of National Tourism Week, please contact the Alpharetta Welcome Center at 678-297-0102 or 800-294-0923 or visit www.awesomealpharetta.com.

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.

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