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ALPHARETTA CVB HOSTS QUARTERLY DIRECTOR OF SALES MEETING

The Alpharetta Convention and Visitors Bureau (CVB) conducted a quarterly Director of Sales meeting Friday, October 2, at the recently renovated Chattahoochee Nature Center. During the meeting, staff from the Alpharetta CVB provided hoteliers with information regarding major conferences and sporting events coming to Alpharetta and explained how hotels can partner with the CVB in a coordinated effort to generate additional room nights. The following topics were presented in the meeting, bringing together all the Alpharetta CVB strategies directly related to attracting more tourism to Alpharetta: Web site enhancements, on-going public relations efforts, advertising and promotion campaigns, and group sales activities.

Additionally, Lynn McIntyre, Director of Community Relations, presented information about the Nature Center's meeting space and activities, and how both can be utilized to host groups from Alpharetta's target markets.



Lynn McIntyre presents information to hoteliers during the quarterly Alpharetta CVB Director of Sales meeting.

“This quarterly meeting provides an opportunity to meet as a group with the Director of Sales from each of Alpharetta’s 23 upscale and modern hotels to share ideas and it also allows the staff to provide insight into the efforts being taken by the Alpharetta CVB to market and promote the city while showcasing a facility that offers meeting space and entertainment for groups,” says President and CEO of the Alpharetta CVB, Janet Rodgers.

After the meeting, hoteliers enjoyed lunch, canoeing, hiking and a tour of the Nature Center, experiencing first-hand the options hotel guests have available for meeting and entertainment needs.

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 www.awesomealpharetta.com for more information.

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