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**ALPHARETTA CONVENTION AND VISITORS BUREAU**  
*The Destination Marketing Organization for Alpharetta*

Alpharetta is fortunate to have its own destination marketing organization – the Alpharetta Convention and Visitors Bureau (CVB) – an institution that promotes tourism to the city. In a state where tourism is the second largest industry, Alpharetta is a standout city with 23 upscale hotels within its city limits, cumulatively contributing approximately \$2.8 million to the city and the Alpharetta Convention and Visitors Bureau by way of occupancy tax, paid by those staying in our hotels. The 6% tax is split between the city and Alpharetta CVB with 56.67% of the tax going to the city and 43.33% going to the Alpharetta CVB. For the 2009-2010 fiscal year, the city’s projected portion of the occupancy tax will amount to approximately \$1,600,000 and will be used in ways that directly benefit citizens of Alpharetta. The 2009-2010 fiscal year projected amount for the Alpharetta CVB’s portion of the occupancy tax will amount to approximately \$1,200,000, which will be used to promote Alpharetta as a tourism destination.

“The Convention and Visitors Bureau plays a vital role in advancing the industry of tourism within Alpharetta. We have a dedicated staff that is organized according to function, including group sales, advertising, promotions, public relations and operations,” says Bureau President and CEO, Janet Rodgers.

The Alpharetta CVB markets Alpharetta in a variety of ways, including placing ads in premier local, regional and national publications, creating seasonal promotions, hosting travel writers

with media tours, and regularly distributing press releases. A cutting-edge Web site provides easily accessible and comprehensive visitor information about the city as well as the complimentary services offered by the Alpharetta CVB. The organization has identified the main tourism assets in Alpharetta which include shopping, entertainment and dining – all of which are highlighted in various collateral pieces created to market the city to visitors.

Additionally, the Alpharetta CVB Group Sales Team attends trade shows in specific markets such as sports, religion, weddings, small- to mid-size meetings, group tours and associations, winning bids to host major events in Alpharetta and generating leads for Alpharetta hotels to book. Because of continuous involvement in local activities, the Bureau has a strong presence in the community. The destination marketing efforts of the Alpharetta CVB, along with local government officials and businesses working together, continue to make Alpharetta one of the best places to visit, live, work, play and retire.

For additional information about the function of the Alpharetta CVB, call the Alpharetta Welcome Center at 678-297-0102 to request a copy of the complimentary brochure: *A Look at the Alpharetta CVB* or visit us at Park Plaza, 178 South Main Street, Suite 200, Alpharetta, Georgia 30009.

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**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](http://awesomealpharetta.com) for additional information.