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Alpharetta CVB Hosts Quarterly Meeting and Annual Education Day for Hoteliers

The Alpharetta Convention and Visitors Bureau held its quarterly meeting and annual education day for Alpharetta hotel Directors of Sales and their staffs, on June 24 at the Verizon Wireless Amphitheatre at Encore Park. Management from all twenty-three upscale and modern Alpharetta hotels was invited.

During the meeting, the Bureau Group Sales team reviewed with hoteliers the new Alpharetta CVB collateral pieces, including the most recent *Official Visitors Guide* and showed off the new seven-foot tradeshow booth the Alpharetta CVB Group Sales team will use at tradeshow to draw group business to the City.

“The quarterly Director of Sales meeting provides a chance to share with hoteliers the actions we are taking as a CVB to bring group business to Alpharetta. It also serves as an opportunity to highlight Alpharetta attractions, restaurants and meeting spaces—so hoteliers can share with their guests information about all the city has to offer,” says Janet Rodgers, President and CEO of the Alpharetta CVB.

Daniel Grissom, author of the bestselling book *STEP UP!*, was the guest-speaker and provided sales inspiration and advice in an involved and interactive format, with a take away on increasing sales by 30%. The meeting concluded with a behind the scenes tour of the Amphitheatre, where attendees were able to get an up close look at the stage and artist dressing rooms. The site visit at Verizon showcased meeting space and corporate tent rental so hoteliers have additional meeting inventory.

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://www.awesomealpharetta.com) for more information.

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