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Alpharetta CVB Hosts Travel Writers

The Alpharetta Convention and Visitors Bureau (CVB) hosted six travel writers on March 18 in conjunction with a weeklong media familiarization trip through the Atlanta Metro Travel Association. The theme of the tour was *Southern Delights and Historic Sites*.

During their time in Alpharetta, writers – whose work has been featured in publications ranging from *Better Homes and Gardens* to *The Wall Street Journal*, enjoyed breakfast at The Original Pancake House, a tour of American Legion Post 201 and the Walk of Memories, as well as a trip to the only American Girl Boutique and Bistro in the Southeast. The purpose of hosting travel writers is to give them a memorable, first-hand experience of Alpharetta so they are better equipped to write about Alpharetta as a tourism destination.



During their time in Alpharetta, travel writers enjoyed a tour of the Walk of Memories, given by J.R. Wages.

“Media tours are a creative way of exposing renowned writers from national publications to the ‘awesomeness’ of Alpharetta, allowing each to experience just enough of our city to whet the appetite. Writers leave with a hunger to relay the experience to an audience,” says Janet Rodgers, President and CEO of the Alpharetta CVB. “Each of the stops on this trip offered the writers something unique and special about Alpharetta, exposing them to the full array of activities and options for a getaway to our city.”

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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