



Contact: Katie Reeder
Public Relations Manager
Alpharetta Convention and Visitors Bureau
Office: 678-297-2811
Cell: 404-384-2954

FOR IMMEDIATE RELEASE
December 17, 2008

Cycling Package to Draw Tourists to Alpharetta

The Alpharetta Convention and Visitors Bureau (CVB) has coordinated a fantastic opportunity for its 23 hotels to partner with Roswell Bicycles in the creation of a new bicycle rental program designed to drive more visitors to Alpharetta. For the first time, with a 72-hour advance notice, guests can have a bicycle delivered and picked up at their hotel – allowing visitors to experience Alpharetta outdoors with ease. Alpharetta hotels are designing packages, pairing a room rate with bicycle rental. While people who purchase the package can explore all of Alpharetta on bike, by creating and advertising the bicycling package the CVB is especially capitalizing on the new connection between the Roswell and Alpharetta Big Creek Greenways, which now includes mountain bike trails, in addition to the regular 6.1-mile, 12-foot-wide paved portion of the Alpharetta section.

The Alpharetta CVB will implement a mini marketing plan to further promote the new package providing information on the home page, www.awesomealpharetta.com; advertising in target markets like Charlotte, Birmingham, Chattanooga and Northern Florida; including the cycling package in CVB itineraries; marketing four times a year to a database of 6,000, distributing information about the program through the CVB's bi-weekly e-newsletter, *Alpharetta Connection*, which reaches approximately 6,000 people, and direct mail promotions throughout 2009 to a target audience within a 400-mile radius of Alpharetta.

“By creating innovative tourism products and exploring new markets – like people who enjoy the outdoors – the Alpharetta CVB continues to encourage people to visit the city,” said Janet Rodgers, President and CEO of the Alpharetta CVB.

According to BikeLeague.org, a United States Department of Transportation Bureau of Transportation

study survey (2003), of the 20.9 million people riding bicycles the majority reported doing so for exercise/health (41 percent) and recreation (37 percent).

Hotels will promote the biking packages on their website, as well as their corporate website – extending the reach of the Alpharetta CVB and promoting tourism to the city in new markets.

###

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