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ACVB Extends Innovative Program to Hoteliers

ALPHARETTA, GA — The Alpharetta Convention and Visitors Bureau (CVB) is providing the opportunity for each of the city's 23 upscale and modern hotels to send one sales representative from their property to one lead-generating tradeshow during the 2009-2010 fiscal year. The Alpharetta CVB will cover the entire expense of the program, which includes tradeshow registration fees, airfare or car rental, accommodations and meals while attending the show. The attending hotel will gain exclusive right to any leads garnered from the tradeshow because the program provides an equal opportunity to all 23 hotels; and, from the CVB's perspective, regardless of which Alpharetta hotel books the rooms, the CVB will benefit from the occupancy tax collected.

Says Janet Rodgers, President and CEO of the Alpharetta CVB, "The program will yield more people attending more tradeshows, resulting in more opportunities to sell Alpharetta as a premier tourism destination, which is perfectly in line with the mission of the Alpharetta CVB."

The Atlanta Marriott Alpharetta was the first hotel to respond to the CVB's offer, turning in an application and receiving approval to attend the 41st Annual National Business Travel Association (NBTA) International Convention and Exposition, August 23-26, in San Diego, just two days after the program was announced.

Adds Mark Spanka, General Manager of the Atlanta Marriott Alpharetta and member of the Alpharetta CVB Board of Directors, "With the generosity and creativity of the Alpharetta CVB, this innovative program will allow us to sell our hotel through a medium we otherwise may not have been able to afford. There is no doubt the leads generated by attending the tradeshow will result in room nights for our hotel and will also benefit the CVB."

“I am excited about attending the NBTA event on behalf of the Atlanta Marriott Alpharetta. NBTA is the world's premier business travel and corporate meetings organization and this show will bring together corporate meeting and travel professionals from international locales, allowing me to sell Alpharetta in a way never possible before,” adds Jonathan Brimer, Sales Manager for the Atlanta Marriott Alpharetta.



Atlanta Marriott Alpharetta General Manager, Mark Spanka and Sales Manager, Jonathan Brimer represent the first Alpharetta hotel to respond to the CVB's offer, securing funding from the Alpharetta CVB to attend the 41st Annual National Business Travel Association International Convention and Exposition.

Hotels interested in participating have been asked to select a show different than those already scheduled to be attended by staff from the Alpharetta CVB. Hotels have been provided with comprehensive program guidelines and have until June 1, 2009, to submit an application for approval by Rodgers. After a hotel sales representative attends a tradeshow s/he must submit a report to the Alpharetta CVB about the tradeshow for the CVB's permanent records.

Adds Rodgers, “When more people are selling Alpharetta, it benefits the hotels and the Alpharetta CVB – as well as the local economy.”

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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