

FOR IMMEDIATE RELEASE

Atlanta Metro Travel Association Celebrates 25th annual National Tourism Week
Theme encourages tourists to “Discover Great American Traditions”

May 8, 2008 (Atlanta) -- Atlanta Metro Travel Association (AMTA) celebrates the 25th anniversary of National Tourism Week May 10-18, 2008 with special events throughout the metro area. The theme is “Discover great American traditions”. The silver anniversary theme encourages travel to American locales and highlights the role that tourism plays in discovering the icons of a destination. National Tourism Week is presented annually by the Travel Industry Association (TIA).

“AMTA uses National Tourism Week as a way to expand tourism awareness here in the Atlanta area,” explains Janet Rodgers, AMTA President and President of Alpharetta Convention and Visitors Bureau. “During National Tourism Week, we celebrate the people who visit the region, the workforce that provides service for them and the positive economic impact that tourism generates.”

National Tourism Week is a cooperative effort to highlight the power of travel through customized events at destinations nationwide. The goal is to enhance the country's economy, security, perception, and recognize the cultural and social benefits created by travel and tourism.

“In addition to encouraging tourists to visit Atlanta during National Tourism Week, we also like to encourage locals to come out and see the sites that so many visitors to Atlanta enjoy,” Rodgers says.

National Tourism Week Activities:

May 10

18th Annual Colors Festival of Arts kicks off the fun. 10am – 6pm on both days in Historic Town Square in Roswell. Free.

Inaugural Concert of the Verizon Wireless Amphitheatre at 2200 Encore Parkway. The Atlanta Symphony Orchestra performs under conductor Robert Spano. A Grand Opening Reception begins at 5:15 complete with ribbon cutting ceremony. Ticket Prices \$21 - \$75; (reception an additional \$25). 8pm

May 11

Mother’s Day Open House at historic Barrington Hall, Bulloch Hall and Smith Plantation in Roswell, from 1 P.M. – 3 P.M. Admission is a can of food for the North Fulton Food Bank at each house. This is the perfect time to tour the homes which are a huge draw for visitors to the Roswell area. 1pm-3pm

18th Annual Colors Festival of Arts kicks off the fun. 10am – 6pm on both days in Historic Town Square in Roswell. Free.

May 13

The Henry County Tourism Academy is a program designed to educate, train, and serve Henry County and the hospitality and service industries. 9am-5pm (\$15)

May 15

The fun and culinary delights of the 18th Annual Taste of Alpharetta from 5pm to 10pm at Wills Park, Old Milton Pkwy. Enjoy culinary appetizers, entrees and desserts demonstrations, activities and entertainment to please every palette. Admission is free, food costs start at \$.50. 678-297-6078

Open House at Sandy Springs Hospitality & Tourism from 11am to 3pm (Northside Tower Office Building at 6065 Roswell Rd. – Suite 210, Sandy Springs 30328)

Enjoy the metro area's best street party at Alive After Five in Roswell's Historic District. 5pm – 9pm. Live music, open houses and special festivities at shops and restaurants all along the Canton Street area. Free. www.aliveafterfiveroswell.com

May 16

Wear Red Day! The Clayton County Convention and Visitors Bureau encourages anyone in the tourism industry to wear red on Friday in support of National Tourism Week.

The Road To Tara Museum will be offering a buy one get one free program during Tourism Week. Patrons that purchase one ticket to the Rhett & Scarlett Tour will receive one ticket free. The tour includes the Road to Tara Museum and mini-bus tour of historic Jonesboro. www.visitscarlett.com

Kansas live in concert at the Fredrick Brown Jr. Amphitheater in Peachtree City. They will also perform 5/17. Tickets \$32-\$62. www.amphitheater.org

May 17

Local author's book signing at Roswell Visitors Center. From inspirational quotations to outstanding Roswell Ghost Stories a variety of authors will be at the Roswell Visitors Center – 617 Atlanta Street – to sign their books. All books will be available for purchase. 770-640-3253

The Douglasville Convention and Visitors Bureau will sponsor the Annual Taste of Douglasville Arts and Wine tasting.

May 18

Sundays On The Square in Historic Roswell. Free concert featuring the Atlanta Wind Symphony from 3pm – 5pm; www.roswellgov.com

May 19

Gwinnett Convention and Visitors Bureau hosts the third annual Gwinnett Restaurant Week (May 19-22)! Choose from 14 unique restaurants with one price \$18.18! www.gcvb.org/restaurantweek

For more information on National Tourism Week please visit www.tia.org.

About Atlanta Metro Travel Association (AMTA): *AMTA, the official destination marketing organization for Metro-Atlanta has been in existence for over 15 years. It is currently comprised of over 60 members who meet regularly to work toward the advancement of Metro-Atlanta as a tourist destination. The membership includes Convention and Visitors Bureaus, hotels, attractions, transportation companies and hospitality suppliers. For more information about the Metro Atlanta region, visit our website at www.visitmetroatlanta.com*

CONTACT:

Janet Rodgers

Victoria Jones

AMTA President
janet@awesomealpharetta.com

AMTA Public Relations Chair
vjones@gcvb.org

###