

## **Roswell & Alpharetta Celebrate**

*NATIONAL TOURISM WEEK*

*MAY 10 - 18*

25<sup>TH</sup> ANNUAL NATIONAL TOURISM WEEK

**CHAMPIONS NATION'S \$740 BILLION TRAVEL INDUSTRY**

**Silver anniversary theme encourages travelers to “Discover Great American Traditions”**

The North Fulton Cities of Roswell & Alpharetta join hundreds of cities, states and travel-related businesses nationwide in recognition of the 25<sup>th</sup> annual National Tourism Week, to be held May 10-18. Designated by Congress and established by presidential proclamation in 1983, the event celebrates the value and scope of the nation's \$740 billion travel and tourism industry. Alpharetta and Roswell recognize the economic and social contributions it brings to our cities.

This year's theme, “Discover Great American Traditions,” encourages travel to American locales and highlights the role that tourism plays in discovering the icons of a destination.

*“Hotels and meeting facilities, attractions, restaurants, events and transportation providers are among the local businesses greatly impacted by travel to Alpharetta and Roswell,”* said Dotty Etris and Janet Rodgers. Dotty is the Executive Director of the Roswell Convention & Visitors Bureau and Janet Rodgers is President of the Alpharetta CVB. They each state that: *“This industry touches our community in countless other ways. In Roswell and Alpharetta during National Tourism Week, we celebrate the people who visit here, the workforce that provides service for them and the economic impact tourism generates.”*

**National Tourism Week in Alpharetta and Roswell will feature wonderful events that are open to the public:**

### **May 10 & 17**

**Downtown Alpharetta Farmer's Market** from 8 A.M. – 1 P.M. at Old Roswell Street off Milton Avenue. Free admission. 404-402-5389

### **May 10 & 11**

**18<sup>th</sup> Annual Colors Festival of Arts** kicks off the fun. 10 A.M. – 6 P.M. on both days in Historic Town Square. Fine artists and original craftsmen from throughout the Southeast make this event one the entire family can enjoy. Outstanding creative works, performing arts, children's activities and festival food vendors fill the day. Free Admission.

### **May 10<sup>th</sup> at 8:00 P.M.**

You'll want to be at the **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). 404-249-6400.

### **May 11 from 1 P.M. – 3 P.M.**

**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. The perfect time to tour the homes and help others in the North Fulton Community.

### **May 12**

**Alpharetta's Annual Mayor's Challenge Road Race** from 7 :00 A.M. – 1:00 P.M. Event features a 10K that is a Peachtree qualifier and a 1 mile Fun Run/Walk. 678-297-6078 or [www.awesomealpharetta.com](http://www.awesomealpharetta.com)

**May 14, 16, 17, & 20 at 8:00 P.M.**

**Eagles "Long Road Out of Eden World Tour"** at Verizon Wireless Amphitheatre at Encore Park. The Eagles were inducted into the Rock & Roll Hall of Fame in 1998. Tickets \$65 lawn; \$185 reserved. 404-249-6400

**May 15**

The fun and culinary delights of the **18<sup>th</sup> Annual Taste of Alpharetta** from 5 P.M. – 10 P.M. Wills Park, Old Milton Pkwy. Enjoy culinary appetizers, entrees and desserts demonstrations, activities and entertainment to please every palette. Food samples \$.50 each and restaurants participating will charge \$1 - \$3 per food sample. Admission is free. 678-297-6078

**May 15**

Enjoy the **metro area's best street party at Alive After Five in Roswell's Historic District.** 5 P.M. – 9 P.M. Live music combine with open houses and special festivities at shops and restaurants all along the Canton Street area. Lot's of fun attracts large crowds and the perfect street party atmosphere. Free admission; [www.aliveafterfiveroswell.com](http://www.aliveafterfiveroswell.com)

**May 17**

**Local Authors Sign Their Book at Roswell Visitors Center.** From inspirational quotations to works of fiction and 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 at the Roswell Visitors Center. Meet the authors, enjoy refreshments and a full day of fun. 770-640-3253.

**May 18**

**Sundays On The Square** in Historic Roswell. Free concert featuring the Atlanta Wind Symphony from 3 P.M. – 5 P.M.; [www.roswellgov.com](http://www.roswellgov.com)

Nationwide, the U.S. travel industry directly employees 7.5 million people, generates payroll of \$178 billion and tax revenues of about \$110 billion. TIA ranks travel fifth among 20 major private industry sectors. Visitors to the U.S. spent more here than U.S. residents traveling abroad, creating a positive balance of trade of \$8.3 billion for the national economy. Travel expenditures within the United States total \$740 billion.

National Tourism Week is sponsored annually by the Travel Industry Association, a Washington, D.C.-based trade association that represents the common interests and concerns of travel in America.