



Alpharetta Celebrates National Travel and Tourism Week: Telling the Story of Tourism Through Community, Connection, and Local Gems

ALPHARETTA, GA - This **National Travel and Tourism Week (May 4–10, 2025)**, the Alpharetta Convention & Visitors Bureau proudly highlights the people, places, and stories that give our community its unforgettable charm. This “Story of Tourism” shines a spotlight on how travel is more than just movement—it’s about connection, discovery, and the vibrant energy that drives our city forward.

“Tourism is very important to Alpharetta’s economic growth!” said Janet Rodgers, President & CEO of The Alpharetta Convention and Visitors Bureau. “It is our pleasure to position Alpharetta as a regionally, nationally, and globally recognized tourism destination through creative, innovative marketing and sales strategies. Marketing efforts are executed 365 days a year to attract overnight visitors to our awesome destination!”

Tourism in Alpharetta is a deeply personal story of entrepreneurs, artists, and chefs who make our city a destination worth exploring. With over 30 hotels, hundreds of locally owned businesses, and a walkable downtown that blends Southern hospitality with big-city flavor, Alpharetta’s tourism story is rooted in people who care and the experiences they create.

Where Coffee Meets Connection at Boarding Pass

When you step into Boarding Pass Coffee, you're not just grabbing a cup of expertly roasted beans, you are truly getting a taste of the world. Owners and globetrotters Murilo and Christine Santos started the shop to share their love for travel, culture, and craft coffee from beans straight from Murilo’s family coffee farm in Brazil. Each blend at Boarding Pass tells a story and brings global experiences right to Alpharetta. Collect a passport stamp each time you purchase a new blend – no plane ticket required! With each sip guests are immersed in a space where wanderlust meets community, with airplane seats and décor to match. It’s all part of the journey at Boarding Pass Coffee.

A Local Legend at Branch & Barrel

When Chef Todd Hogan opened Branch & Barrel, he wasn't just launching another restaurant, he was creating a legacy rooted in craftsmanship, creativity, and care. A Georgia native with deep roots in Southern cuisine, Hogan blends fine ingredients with the comfort of home and upscale flavor. The menu tells a story of local sourcing and made-from-scratch creativity, but it's Todd's story that brings the restaurant to life. He built Branch & Barrel from the ground up, infusing every detail with authenticity and warmth. The menu features mouthwatering appetizers such as the Jalapeño Candied Bacon & Sweet Potato Fries to the crowd favorite "Georgia Hot" Fried Chicken served with risotto and collard greens. For visitors, it's a culinary highlight. For Alpharetta, it's a symbol of what tourism can do: bring people together around a table, one unforgettable dish and experience at a time.

Sis + Moon's Local Mercantile: Where Art Meets Soul

Nestled in the heart of downtown Alpharetta is Sis + Moon's, an eclectic art gallery and boutique gift shop founded in 2012 by Chris and Wendy Vogt. With the exploding growth and success in downtown Alpharetta, Alyx Korner came on as a partner and expert in the retail and hospitality space. Sis + Moon began as a tribute to the Vogt sisters' grandparents and has become a sanctuary for local creatives and shoppers. Grandparents, George and Miriam, owned a hardware store in Schaumburg, Illinois for over 35 years and it quickly became the meeting place for the community on a given day. It was by watching the small gestures with big impact daily at the hardware store that they learned how to welcome customers and treat them with kindness. The shop brims with personality and carries handmade jewelry, funky decor, and art that tells its own story. The exact bell that was on the front door of the hardware shop many years ago now hangs on the door at Sis + Moon's as a reminder of the community and connection at Gramp's and Gram's shop. For tourists and shoppers seeking both new and vintage sources, it's a must-visit. For locals, it's a celebration of family, imagination, and the magic that happens when you follow your passion. This shop is bursting with personality and it's easy to see why it's become an Alpharetta favorite over the years.

Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recently recognized as one of *The South's Best Cities on the Rise 2024* by *Southern Living Magazine*. Adding to the acclaim, *The Local Palate* readers ranked Alpharetta among the Top 3 Culinary Towns in the South for 2024. Discover more and book your stay for an unforgettable getaway at [AwesomeAlpharetta.com](https://www.AwesomeAlpharetta.com).

Media Contact:

Anita Jupin

Director of PR & Communications

Office: 678-297-2811x213

anita@awesomealpharetta.com