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ALPHARETTA CVB HOLDS ANNUAL MEETING

The Alpharetta Convention and Visitors Bureau (CVB) hosted its 2009 Annual Meeting Tuesday, June 2nd, at the Metropolitan Club. Alpharetta hotel owners and general managers, the CVB Board of Directors, and Alpharetta city officials were among those in attendance. The new budget for the Alpharetta CVB was presented, as well as focus and goals for the next fiscal year. Chairman of the Board, Diana Wheeler, Director of Community Development for the City of Alpharetta, was recognized for her leadership of the organization from 2008-2009. Wheeler will remain on the Board of Directors but will complete her term as Chairman on June 30th, the end of the Bureau's fiscal year.

Says President and CEO of the Alpharetta CVB, Janet Rodgers, "The Annual Meeting presents an opportunity to bring together members of Alpharetta's hospitality industry so that we can provide them with a comprehensive plan of how the Alpharetta CVB will continue to market and promote the City and its 23 hotels throughout the coming fiscal year."



Charlotte Kang, Vice President of PKF Consulting, provided the group with an update on the state of the lodging industry.

Charlotte Kang, Vice President of PKF Consulting, was the key note speaker and presented the “Atlanta Lodging Market Update” including an overview of the state of the lodging industry; key economic indicators that influence lodging performance; national outlook for hotel supply, demand, occupancy, ADR and RevPAR; recent trends in hotel revenues, expenses and profits; and, a look at the Atlanta market conditions.

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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 us at www.AwesomeAlpharetta.com for more information.