

# **In 2018, the Greater Charlotte Hospitality & Tourism Alliance (HTA) will do its part to....**

- **Ensure continued growth, prosperity, and Hub status of our city's fabulous Charlotte-Douglas International Airport...which is now the 6<sup>th</sup> busiest airport in the world and our region's most vital economic engine**
- **Enhance Charlotte area's status as a fantastic business capital to retain and enhance corporate business**
- **Enhance Charlotte's status as a premier convention and event destination**
- **Assist with the journey of bringing the 2020 Republican National Convention and the 2024 PGA Championship to Charlotte and making the 2019 NBA All-Star Event a major success**
- **Enhance our community's partnership with the Carolina Panthers and their mega tourism generating stadium**
- **Position Charlotte to host a Super Bowl and National College Football Games soon**
- **Proactive involvement in renovating Memorial Stadium**
- **Build a major tennis complex, a major indoor amateur sports facility, an Olympic-style aquatic center, and a major baseball complex to complement the new \$42 million Matthews Sportsplex**
- **Assist with making the Charlotte Motor Speedway a multi-functional event center (WrestleMania, Pan Am Games, etc. to complement existing mega NASCAR events)**
- **Work to secure one mega-regional tourism event every month; to help with the growth of our region's hospitality revenues and assist with members' business growth**
- **Make the 2018 World Equestrian Championship event in Tryon, NC ([www.tryon2018.com](http://www.tryon2018.com)) a mega tourism generator for Charlotte**
- **Serve as a resource for our members and provide them with the absolute best business development and networking meetings, events, & outings**

[www.CharlotteHTA.com](http://www.CharlotteHTA.com)