

HTA's 2016 Top Projects

The mission of the Greater Charlotte Hospitality & Tourism Alliance (HTA) is “helping members grow their business” while actively assisting retention and growth of the Charlotte region’s hospitality business.

To achieve this mission, **HTA** is focused on **proactive leadership and involvement** with following “**NEXT**” initiatives:

- **Continuous enhancement of Charlotte Douglas International Airport and its “HUB” status**
- **Securing the 2019 NBA All-Star Event for Charlotte**
- **Retaining, enhancing and better promoting our region’s existing hospitality & tourism related assets, attractions, major tournament and events**
- **2022 Super Bowl in Charlotte**
- **Future ESPN Summer X-Games at Charlotte Motor Speedway**
- **2020 Republican National Convention**
- **Elevating the Charlotte region’s status as the “Amateur & College Sports Capital of the South” by:**
 - **Securing major tournaments for the new \$40M Mecklenburg County Sportsplex at Matthews**
 - **Building a new major tennis complex, aquatic complex, baseball complex and amateur sports indoor complexes**
- **Securing annual Labor Day college football games, national college football championship games, WrestleMania, annual major international soccer games and other major tourism generating events at the Bank of America Stadium**
- **Attracting baseball tournaments, championship games, and other tourism events for the Charlotte Knights’ Baseball stadium**
- **Securing a MLS (Major League Soccer) team for Charlotte**
- **Making the Charlotte region a more visitor friendly destination**
- **Positioning the Charlotte area and the Carolinas to host Pan Am games, Olympic qualifying events and a future Summer Olympics Games**
- **One mega-regional tourism event every month**