

Charlotte Area's Vital Tourism Driving Catalysts

1. Continuous prosperity of **Charlotte Douglas International Airport** (as a hub) and **American Airlines**
2. Thriving **Corporate travel business, medical tourism** and expanding **office space**
3. Vibrant **conventions** and **events** destination
4. **Professional sports** and sporting events
5. **Amateur sports** and sporting events
6. Vibrant collection of **museums, arts, attractions, nightlife, entertainment, shopping** and other tourism related assets.
7. **Smart growth** of our region's **accommodations** and **dining** packages
8. Continuous relationship building efforts with **elected, governmental** and **civic leaders** to effectively address business **opportunities** and **challenges**
9. Addressing the industry's growing demands for **available** and **qualified workforce**
10. Proactive involvement in community-wide issues (**leadership, economic development, transportation, education, public safety, housing, millennial friendly, visitor friendly**) to ensure our region is a phenomenal place to do business in, work, live, play and visit