

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 5th busiest airport in the world and our region's most vital economic engine**
- **Enhance the Charlotte area's status as a fantastic business capital to retain and enhance corporate business**
- **Enhance the Charlotte Convention Center and Charlotte's status as a premier convention and event destination**
- **Build a major tennis complex, a major indoor amateur sports facility, an Olympic-style aquatic center, and a major baseball complex to complement the brand new \$42 million Matthews Sportsplex**
- **Proactive involvement in renovating Memorial Stadium and positioning Charlotte to secure a MLS team**
- **Help in retaining, enhancing and better promoting our region's existing hospitality & tourism related assets, attractions, major tournaments and events**
- **Position Charlotte to host a Super Bowl soon**
- **Make the 2018 World Equestrian Championship event in Tryon, NC (www.tryon2018.com) a mega tourism generator for Charlotte**
- **Help to secure the ESPN Summer X-Games at Charlotte Motor Speedway and assist with the journey of bringing the 2014 PGA Championship to Charlotte**
- **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 Charlotte region a more visitor-friendly destination**
- **Serve as a resource for our members and provide them with the absolute best business development and networking meetings, events, & outings**

www.CharlotteHTA.com