

# In 2025, the Greater Charlotte Hospitality & Tourism Alliance (HTA) will do its part to....

- Focus on having a **safe community**, as **public safety** is vital for our continued growth and prosperity. After doing our part to pass legislations for **Hotel Safety (SB 53)** and **Pre-Trial Integrity (HB 813)**, we are focused on enhancing relationships with our law enforcement to keep our community safe.
- Do our part to assure our **International Airport (CLT)** and **Airline (American Airlines)** to continue to thrive. Did our part to extend the **Jet Fuel Tax Exemption** for Airlines in NC and gaining support from Charlotte City Council for the major initiative of adding **19** new flight patterns at **CLT** to accommodate growth.
- Enhance Charlotte area's status as a fantastic **Business Capital** to retain and enhance **Corporate Business** while positioning the city for more corporate headquarters' relocations.
- Enhance Charlotte's status as a premier **convention and event destination** and focus on improving our area's tourism infrastructure and promotions.
- Making Charlotte a destination for **medical tourism**
- Proactive involvement in community wide issues of **transportation, education, workforce development, job creation, housing, and homelessness.**
- Serve as a **resource** to address issues regarding **eviction ban, CMPD district attorney, ABC and ALE actions.**
- Prepare for the **mega races** at the Charlotte Motor Speedway, **mega events** at the Bank of America Stadium (**college football games, concerts, NFL games, bowl game, ACC Football Championship, MLS & International soccer games**), **NCAA Basketball Tournament, Club World Cup Games in Charlotte, 2025 World Taekwondo Games, 2025 PGA Championship, Lovin Life Music Festival**, and other major upcoming events.
- Assist with the journey of **Securing an NFL Draft**, **MLS All-Star Event**, **NASCAR All-Star Event**, and a **Super Bowl** for Charlotte. Active involvement in initiatives required to **maintain, enhance, build, and retain** tourism revenue generating assets and involvement in the recently approved major enhancement of **Spectrum Center** and **Bank of America Stadium.**