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grow charlotte
market share of
visitor economy

customer



financial



running the business



people and culture



trust Build meaningful relationships. + **collaboration** Accomplish great work together. + **innovation** Commit to constant curiosity. + **integrity** Do what's right, not what's easy. + **engagement** Inspire passion, purpose and pride. + **inclusion** Discover and value our differences. + **accountability** Count on me.

vision

Charlotte will be recognized as the most sought after city in the Southeast, known for its undeniable energy, passionate people and captivating experiences.

mission

Embracing an inclusive, employee first culture, the CRVA is the trusted leader of Charlotte's visitor economy which elevates community prosperity through destination-defining infrastructure, impactful branding and job growth.

