

UNITE VISIT USA – MARCH 15, 2018



SHOW SHORTS



● **PHILADELPHIA** will welcome several new tourism developments in 2018. Among the headline acts is the new Fashion District Philadelphia, which will offer 838,000 sqft of retail, dining and entertainment space when it opens later this year. The historic Bourse, which served as an exchange building from 1891 to 1960, is being transformed into The Bourse Marketplace, a large food court with ethnic fare prepared by local chefs. It is scheduled to open in the summer.
discoverPHL.co.uk

● **VISIT California** is to celebrate over a decade of its popular agents SuperFAM by operating its most ambitious trip to date in 2018. The fam, which will run from October 4-11, could involve up to 100 agents, who must be signed up to its California Star online training programme. The fam is co-sponsored by British Airways and American Airlines.
superfam.visitcalifornia.co.uk

● **THE Great Lakes region** – Michigan, Minnesota, Illinois, Wisconsin and Ohio – is expecting a bumper year of visitors on the back of new flights from the UK. Norwegian's daily service between Gatwick and Chicago, which started on March 25, will be followed by Icelandair's UK-Reykjavik-Cleveland four-times-weekly service which begins flying in May.
greatlakesusa.co.uk

● **SEATTLE** and Washington State will benefit from the launch of two new flights this month. Thomas Cook Airlines start flying May 27, with two flights a week from Manchester to Seattle, while Aer Lingus kicks off its four-times-weekly service between Dublin and Seattle on May 18.
seattle-washingtonstate.co.uk