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New Non-Stop Service Between Houston (IAH) and Traverse City (TVC) Starts Summer 2024

(Traverse City, Michigan) – Team TVC is pleased to announce that United Airlines is adding to the roster of flights at Cherry Capital Airport (TVC). United Airlines just confirmed seasonal Saturday service to and from Houston’s George Bush Intercontinental Airport (IAH). Team TVC and United Airlines are working together to make it easier for customers traveling to and from Texas.

“The additional Houston service continues to show the awesome service and commitment on behalf of United Airlines to Northern Michigan. Houston is United’s 5th nonstop destination (Chicago, Denver, Newark, Washington DC/Dulles) and TVC’s 19th.” stated Kevin Klein, Airport CEO.

“We know people want to get outdoors this summer and United is making it easier than ever to get to fun destinations across North America,” said Patrick Quayle, United's Senior Vice President of Network Planning and Alliances.

The summer service will begin Saturday, June 29th and operate through Saturday, August 17th. The E-175 aircraft will depart IAH at 11:55 a.m. (CT) and arrive TVC at 3:55 p.m. (EST). The flight will then depart TVC at 5:00 p.m. (EST) and arrive IAH at 7:05 p.m. (CT). The non-stop flights will be available for purchase at www.United.com on Saturday, February 17th.

The new flight has been made possible by a U.S. Department of Transportation Small Community Air Service Development Program Grant (\$750,000) with community partnerships between the Airport, Traverse City Tourism, and Traverse Connect. The Northwest Regional

Airport Authority strives to be a major driver of economic growth by providing world-class service. In 2023, TVC set an all-time passenger record at 700,699, and is working to get you to where you want to go!

" Traverse City Tourism is thrilled to witness remarkable growth in visitors from the Texas market. With the introduction of new opportunities by United Airlines, we eagerly anticipate welcoming visitors from Houston to Traverse City," said Trevor Tkach, CEO & President of TC Tourism. United noted that they are making it easier than ever to get to fun destinations across North America this summer.

"The addition of Houston to Cherry Capital's growing list of non-stop destinations will provide our regional businesses access to economic growth opportunities with businesses in Southeastern Texas specializing in technology, manufacturing, and energy," said Mandy Sentieri, chief financial officer of Traverse Connect. "Traverse Connect's pledge of support expresses our utmost confidence that travelers from southern Texas will find Traverse City an irresistible summer travel destination, further expanding and strengthening our tourism and hospitality economy."

Traverse City has received several world class accolades already this new year. They include *10 Unforgettable Small Towns To Visit In The Great Lakes Region* by World Atlas, *The 24 best places in the world to visit in 2024* as noted by CNN Travel, and *51 Most Romantic Places in the U.S.* in Travel + Leisure.

"We at TVC continue to fulfill a true Northern Michigan experience. One that is clearly Pure Michigan. TVC is Total Value and Convenient. We are eager to continue to be the airport of choice for all residents and visitors of Northwest Michigan as we work with United Airlines to expand services," Klein stated.

For up-to-the minutes flight information visit www.TVCairport.com

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