



**For Immediate Release**  
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**Contact: Susan Wilcox Olson**  
231-590-5930  
[SusanWilcoxOlson@Grandbaypromotions.com](mailto:SusanWilcoxOlson@Grandbaypromotions.com)

## **New Non-Stop Service Between Houston (IAH) and Traverse City Begins THIS Saturday, June 29 – Arrives @ 4 PM**

**Media is Asked to Arrive at 3:15 PM Fireplace Room  
Media Will Be Escorted to the Runway**

*(Traverse City, Michigan)* – Team TVC is pleased to announce that United Airlines will welcome their first ever flight to TVC FROM Houston IAH THIS **SATURDAY, JUNE 29<sup>TH</sup> at approximately 4 PM**. United Airlines is providing seasonal Saturday service to and from Houston’s George Bush Intercontinental Airport (IAH). Arriving passengers will witness a water salute as they land and approach the terminal. Once off the plane passengers will be treated with a slice of Grand Traverse Pie’s famous cherry crumb pie and TVC swag.

“The 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 part of TVC’s 20 nonstop offerings.” stated Kevin Klein, Airport CEO.

The summer service will begin Saturday, June 29<sup>th</sup> and operate through Saturday, August 17<sup>th</sup>. The E-175 aircraft will depart IAH at 11:55 a.m. (CT) and arrive TVC at 4:04 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 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. Most recently the Traverse City region and TVC – Cherry Capital Airport were both featured in the New York Times.

"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](http://www.TVCairport.com)

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