



#### GENERAL DISCLAIMER

All pre-familiarization tours will begin at 3:00 p.m. on Wednesday, January 29 and conclude on Friday, January 31 by 3:00 p.m. and will include two nights' accommodations, all meals, an array of exciting inclusions and two evening activities. Guests will be transferred from PHL International Airport to your host hotel to begin the pre-FAM tours and transferred to your ABA Marketplace reserved hotel at the end of the pre-FAM. Itinerary inclusions are subject to change.

## PRE-FAMILIARIZATION TOURS

### PRE-FAM OPTION 1

#### CREATEPHL: ARTS, CULTURE, NIGHTLIFE AND A TASTE OF HISTORY



If you are an operator who sells to arts and culture focused groups, are looking to add new exciting elements to existing Philadelphia product or looking to create Philadelphia product for the first time, **CreatePHL** is for you!

This interactive 'create' FAM will include such exciting creating experiences as a hands-on dinner making evening and a make-your-own floral arrangement program with the PHS Philadelphia Flower Show.

On this FAM you'll experience the Barnes Foundation, Philadelphia Museum of Art, Mural Arts tour, Ensemble Arts (Broadway shows and a wide array of cultural options), a Philadelphia Orchestra performance, Wonderspaces, dessert Illuminations Tour by night, the Museum of American Revolution (after all ... we 'created' a country here in Philadelphia) ... plus a few special surprises!







## PRE-FAM OPTION 2

### THE HEART OF PHILADELPHIA: THE HEARTBEAT BY DAY AND THE PULSE BY NIGHT

It is said the heartbeat of Philadelphia tourism is the historic district ... but the pulse can be found in the nightlife and special events. This high energy FAM is for the operator looking to freshen up an itinerary and get a new perspective on 'what makes Philadelphia tick' - by day and by night!

This FAM offers the opportunity to explore the 'Triple Crown' of **Creating a Country:**

- Independence Hall - The break from the Crown
- Museum of the American Revolution - Fight for the Right
- National Constitution Center - The Road to Self-Governance

Other highlights include Philadelphia Then & Now city tour, a wine tasting dinner, an evening program on Ancient Alcohol at the University of Pennsylvania Museum of Archaeology and Anthropology (with a chance to enjoy beer with a flavor profile inspired by an ancient recipe), a visit to Marian Anderson Hall (home of the Philadelphia Orchestra), a make-your-own floral arrangement with the Philadelphia Flower Show plus some special surprises!





## PRE-FAM OPTION 3

### ARE YOU SMARTER THAN A 7TH GRADER? A STUDENT TOUR ADVENTURE

This FAM will focus on student-friendly attractions, restaurants and activities in an exciting 'lesson plan' format ... and a chance for operators to see firsthand why Philadelphia needs more time in your student itineraries!

#### AMERICAN HISTORY

- Explore the "Triple Crown" of **Creating a Country**:
  - Independence Hall - *The break from the Crown*
  - Museum of the American Revolution - *Fight for the Right*
  - National Constitution Center - *The Road to Self-Governance*
- Tour the Betsy Ross House



#### URBAN STUDIES

- Philadelphia Then & Now city tour
  - Eastern State Penitentiary - learn about incarceration and rehabilitation from 1829 to present day
  - Museum of Illusions - pure fun and photo ops



#### WORLD HISTORY

- Evening tour of University of Pennsylvania Museum of Archaeology and Anthropology with an interactive game show-style student experience



#### SCIENCE

- Visit the Franklin Institute science museum

#### MULTICULTURAL STUDIES

- Docent tour of the African American Museum of Philadelphia



#### PE

- Get your steps in with a night of bowling - the most fun you can have in rented shoes!

#### ART APPRECIATION

- Philadelphia's Magic Gardens ... plus a few special surprises as well!



## PRE-FAM OPTION 4

### UNIQUE PHILADELPHIA SITES & DELIGHTS:

FOR THE “BEEN THERE DONE THAT” OPERATOR

Whether you're an operator looking to create Philadelphia tour product, or an operator looking to freshen-up and/or enhance your itinerary ... add to your length of stay ... find new restaurants ... and find exciting new sites and special programs -- this FAM is for you!

Exciting attractions and experiences include Philadelphia's Magic Gardens, a *Mural Arts* tour, Museum of Illusions, Eastern State Penitentiary, Simeone Automotive Museum, Wonderspaces, Mutter Museum (the mysteries and beauty of the human body), Arch Street Meetinghouse (learn about Philadelphia's Quaker roots), the Masonic Temple (and its 7 unique architectural halls) and a few surprises thrown in as well!

A special highlight will be an evening program on **Ancient Alcohol** at the University of Pennsylvania Museum of Archaeology and Anthropology (with a chance to enjoy beer with a flavor profile inspired by an ancient recipe).

