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**SHORELINE SIGHTSEEING CHICAGO RIVER ARCHITECTURE TOUR CITED IN
TRIP ADVISOR 2018 TRENDS REPORT AS MOST POPULAR U.S. EXPERIENCE AMONG TRAVELERS
WORLD-WIDE**

TripAdvisor, the world's largest travel site, recently released its report on 2018 Travel Trends in its Experiences segment. The report ranked Shoreline Sightseeing's Chicago River Architecture Tour as the most popular Experience in the U.S. among all global travelers as well as the second most popular Experience in the entire world for the same audience. The report was announced by Leslie Greatrix director of communications for TripAdvisor.

The TripAdvisor report noted that iconic landmarks and sites continue to be wildly popular and the most booked by travelers in the US and world-wide, even though travelers have a huge variety of tour experiences available.

Shoreline owners Chip Collopy and Matt Collopy were delighted that the company's Architecture River Tour placed so highly as a favorite Experience among travelers. "It's an honor for Shoreline and a tribute to our amazing guides who are passionate about Chicago's great architecture", said Chip Collopy. "Shoreline is proud to have been part of Chicago's tourism industry for almost 80 years. It's a privilege to represent our city to local, national and international visitors."

Methodology: *TripAdvisor most popular experiences are based on its bookings in 2017.*

About Shoreline Sightseeing Now in its 79th season, Shoreline Sightseeing was also previously named by TripAdvisor as the most popular tour in the US for 2017. The company operates Chicago's largest and most diverse fleet of cruise boats and water taxis with 10 major tour vessels and six water taxis. Shoreline offers Architecture River Tours, Classic Lake Tours, Fireworks Tours, Water Taxis and a season-long series of special event cruises. Brothers Chip and Matt Collopy are third-generation owners of Shoreline Sightseeing.

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