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PHL Celebrates 20th Anniversary of B-C Connector Marketplace

PHILADELPHIA – In June 1998, Philadelphia International Airport (PHL) and Marketplace PHL, LLC, the Airport’s concessions management partner, marked the grand opening of Philadelphia Marketplace at the Airport on the B-C Connector. The corridor, between PHL’s busiest terminals, was lined with local and national name-brand retail shops and a large food court. With the look and feel of a shopping mall, Philadelphia Marketplace was revolutionary in the airport concession industry and PHL was among the early trend-setters in what is now a popular concept in airport concession programs.

Today, PHL and Marketplace celebrated the 20th anniversary of the B-C Connector with food samples, live music, raffles, giveaways and the unveiling of commemorative artwork by Philadelphia artist Jeff Schaller. A dozen merchants who have been with Marketplace for all 20 years were given special recognition.

“For twenty years, the Airport has been proud to partner with Marketplace PHL in providing our customers innovative, high quality, local and national name-brand retail merchandise and food and beverage offerings that have garnered numerous industry awards and recognition,” said Airport CEO Chellie Cameron. “This significant milestone underscores a partnership that has not only been successful, but continues to be a model for other airports. Our family of retail shops and restaurants are cutting edge and raising the bar in the airport concession industry and we are very excited that even bigger and better things are on the horizon.”

Today, Marketplace boasts 170-plus retail shops and restaurants throughout PHL’s seven terminals. The B-C Connector gave rise over the years to a 21st century evolution in airport concessions with retail shops commonly found in high-end shopping malls like MAC, Victoria Secret and Brooks Brothers and fine dining concepts recently opened in Terminal B holding rooms where customers can order from iPads at every table.

“Congratulations and thank you to the Airport, the merchants and their employees who have been steadfast partners since 1998. Time really does fly when you’re having fun. Cheers to 20 more years,” said Mel Hannah, Vice President and General Manager of Marketplace PHL.

Philadelphia International Airport is owned and operated by the City of Philadelphia. The Airport is a self-sustaining entity that operates without the use of local tax dollars. It is one of the largest economic engines in Pennsylvania, generating an estimated \$15.4 billion in spending annually and supporting more than 96,300 full-time jobs for the 11-county Philadelphia MSA.