

COMMONWEALTH OF MASSACHUSETTS
MASSACHUSETTS MARKETING PARTNERSHIP
MASSACHUSETTS OFFICE OF TRAVEL & TOURISM
136 BLACKSTONE STREET, 5TH FLOOR
BOSTON, MA 02109
TELEPHONE: 617-973-8500



Thank you for your interest in Massachusetts. We think the Bay State is a pretty special place and hope you will, too. We are pleased to consider your request for a familiarization (“FAM”) visit. In order to assist with the planning of your trip, please review the *FAM Visit Policies and Guidelines* document and complete this form as thoroughly as possible. MOTT will make every effort to work with your preferred destinations on arrangements for accommodations, meals, and activities applicable to your needs, however we cannot make any guarantees. We recommend holding off on making any travel purchases (including airline tickets) until formal approval is given.

Thank you!

Please submit form to:

Maria Speridakos, Massachusetts Office of Travel & Tourism
maria.speridakos@mass.gov

AND

MOTT PR Team
mott@jpublicrelations.com

FAM Applicant Information

Date of Form Submission

Contact Information

Name	Affiliation, if applicable
Title	Country
Primary Phone	Street Address
Mobile Phone*	City, State, Zip
Email	Country
Brief bio (<i>include URL for work portfolio and/or blog</i>)	

*Please provide a number that will be reachable during your visit.

Additional Attendees (*Complete for each attendee. If number exceeds allotted space, attach in separate page.*)

Name	Professional Affiliation
Email	Relationship (if applicable)
Mobile Phone	Date of Birth
Brief bio (if applicable)	

Name	Professional Affiliation
Email	Relationship (if applicable)
Mobile Phone	Date of Birth
Brief bio (if applicable)	

Name	Professional Affiliation
Email	Relationship (if applicable)
Mobile Phone	Date of Birth
Brief bio (if applicable)	

Languages spoken?

Total Number in Party

Travel Information

Desired Dates of Travel (please list two additional, possible dates of arrival/departure)

Preferred Arrival Date Preferred Departure Date
Alternate Arrival/Departure Dates

How will you be travelling to Massachusetts?

Flight Train Bus Personal Car Rental Car Ferry

Proposed Flight/Train Information with anticipated arrival time/departure time

Arrival Flight/Train No. Departure Flight/Train No.
Time Time

Media Outlet/Publication Information

Do you consider yourself primarily a/an:

- o Journalist/writer
- o Editor
- o Content creator

Media Outlet

Name Circulation
Type: Magazine Newspaper Website Frequency
Blog Other Demographics
URL Language
Beat

Social Media (handle and # followers)

Twitter Pinterest
Facebook Snapchat
Instagram TikTok
Other

Are you on assignment? Yes No If so, please attach a letter of commission.

Editor

Name Email
Title Phone
Outlet/Publication

Recent Clips Please share at least three most recent clips with date(s) published, title, and a link (or attach hereto).

If you have visited Massachusetts before, please include a clip produced from the last hosted visit, and indicate when the visit took place.

Media Plan

Angle/Type of Story Planned

Coverage

Print Article Online Article Social Media Photo/Video Footage Other

Please provide detail on checked items:

Do you plan to do any “live” coverage during your visit through social media? Yes No

If yes, please detail:

Anticipated Results

Publication/air date(s)

Length of Coverage

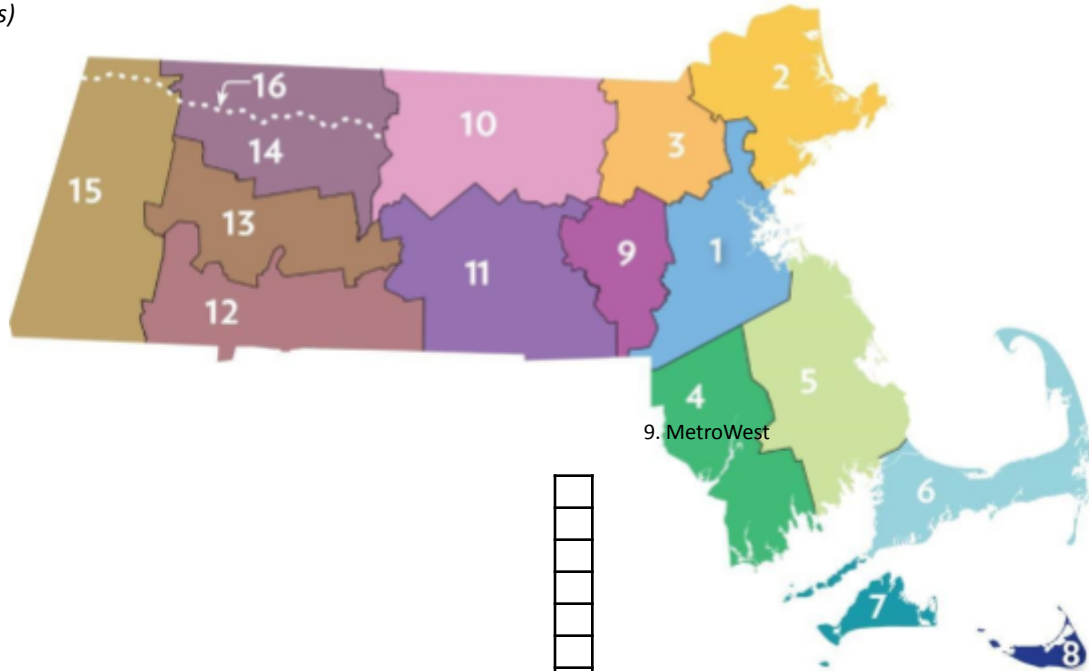
Estimated media value

Audience Reach

Additional detail

Trip Details and Requests

Tourism Regions of Interest (check those that apply and visit visitma.com/regions-towns for detail on the tourism regions)



- 1. Greater Boston
- 2. North of Boston
- 3. Greater Merrimack Valley
- 4. Southeastern Massachusetts
- 5. Plymouth County
- 6. Cape Cod
- 7. Martha's Vineyard
- 8. Nantucket Island

- 9. MetroWest
- 10. Johnny Appleseed Trail
- 11. Central Massachusetts
- 12. Greater Springfield
- 13. Hampshire County
- 14. Franklin County
- 15. The Berkshires
- 16. Mohawk Trail

Categories/themes of interest (check those that apply, and feel free to add notes on next page)

- Arts & Culture**
 Museums, Galleries, Studios
 Performing Arts Architecture
 Film Education
 Literature
 Cultural Districts

- History & Heritage**
 Sites, Monuments, Buildings Trails
 and Tours
 Native American Pilgrims/early
 settlers Colonial or Revolutionary
 Industrial Revolution WWI or
 WWII
 Modern Age Black

History

Events

- Massachusetts Anniversaries
- Holidays
- Festivals and Parades

Trails (food, beer, wine, etc.)
 Farm-to-table
 Agritourism
 Farmers Markets
 New/trending
 Seafood

Sports
 Venue
 s
 Profes
 sional

Semi-pro and Amateur
 College

Outdoors & Recreation
 Beaches, Coast, Maritime
 Mountains, Hills, Forests
 Gardens and Arboretums
 Land Activities (hike, bike, zip, etc.)
 Water Activities (swim, sail, fish, etc.)
 Winter Sports
 Adventure and Amusement Parks
 Fall Foliage
 Scenic Wonders
 Animals (whale watching, zoos, etc.)

O
 t
 h
 e
 r
 L
 G
 B
 T
 Q

Shopping
 High-end
 Outlet
 Excursions/tours
 Antiques

Family-friendl
 y
 Couples/rom
 ance Business
 travel Budget
 Luxury
 Pet-friendly
 Accessible
 Experiential
 Tourism
 Innovation
 Multicultural
 Hip/trendy
 neighborhoods
 Casinos & Gaming
 Spa/wellness

Notes on themes/areas of interest

Have you been to Massachusetts before? What did you see/do?

Requests (scheduled time vs. free time, hosted meals, accommodations, activities, etc.)

Transportation

Are you comfortable taking public transportation? Yes No

Are you planning to rent a car? Yes No

VISA/ESTA

If you are an international visitor, what type of visa will you be traveling on?

Other

Are there any special dietary requirements? (vegetarian, vegan, gluten free, allergies, etc.)

Health Concerns/Physical Limitations (please list)

FAM Request Status *(To be completed by MOTT)*

Approved Declined

Name

Date

