



Commonwealth of Massachusetts
EXECUTIVE OFFICE OF ECONOMIC DEVELOPMENT
MASSACHUSETTS MARKETING PARTNERSHIP
MASSACHUSETTS OFFICE OF TRAVEL & TOURISM
TOURISM, FILM, & SPORTS MARKETING
1 ASHBURTON PLACE, 21ST FLOOR, ROOM 2101
BOSTON, MA 02108
VisitMA.com

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**MEDIA FAMILIARIZATION (FAM) VISIT
POLICIES & GUIDELINES**

Thank you for considering a visit to the Bay State! For accredited media professionals planning a visit to Massachusetts, the Massachusetts Office of Travel and Tourism (“MOTT”) may be able to assist upon receipt of the completed [Media FAM Request Form](#). Please read carefully through the guidelines and policies below and note that MOTT will assist whenever possible, depending on partner availability, lead time, interest, and complexity of the request.

Policies

- Participants of MOTT’s FAM visits are media professionals from primary target markets. MOTT is open to working with a variety of FAM applicants equipped to support, promote, and develop key themes, stories, and events throughout Massachusetts.
- MOTT and its partners may not be able to provide complimentary transportation, lodging, meals, tour guides, or attractions passes unless you have been invited to participate in an official FAM visit. Gratuity and alcoholic beverages are considered on-own costs.
- MOTT cannot make any guarantees for complimentary services, especially during high season, peak holidays, and major events, which vary across the state.
- MOTT does not cover alcohol, tobacco, cannabis products, and/or adult entertainment.
- MOTT may not be able to host travel companions. Complimentary services for guests are at the discretion of hotels, restaurants, and attractions.
- For international requests – [review updated visa information](#) and ensure that you will have time to apply for an receive clearance before your travels.



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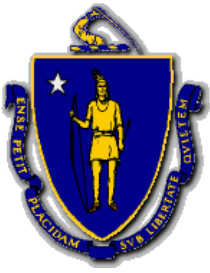
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General Guidelines

- The [Accredited Media FAM Request Form](#) must be received at least one month prior to your anticipated arrival date. If you are unable to submit your request with one month's notice, MOTT will assist when possible.
- MOTT works with partners at 16 Regional Tourism Councils (RTC) across Massachusetts and will connect influencers and/or content creators with RTCs as appropriate.
- Upon completion of your hosted visit to Massachusetts, send any resulting press or media to MOTT electronically and in hard copy format if possible.
- FAM applicants must complete the FAM Request Form and submit the following documents:
 - Media Kit
 - Web and social statistics
 - Brief bio
 - At least three most recent examples of published work
 - A letter from the editor/publisher/outlet with contact information and a confirmation of the assignment, when applicable
 - If you have visited Massachusetts before, please include a clip produced from the last hosted visit
 - Past 3-5 hosted visits or collaborations

Submission

Once you have thoroughly reviewed these FAM Visit Guidelines and Policies, complete the [Accredited Media Request FAM Request Form](#). We will respond to your request within 10 business days of submission.



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Contact Information for Accredited Media Familiarization Tours

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