

*Commonwealth of Massachusetts*  
EXECUTIVE OFFICE OF ECONOMIC DEVELOPMENT  
MASSACHUSETTS MARKETING PARTNERSHIP  
**MASSACHUSETTS OFFICE OF TRAVEL & TOURISM**  
**TOURISM, FILM, & SPORTS MARKETING**  
1 ASHBURTON PLACE, 21<sup>ST</sup> FLOOR, ROOM 2101  
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VisitMA.com

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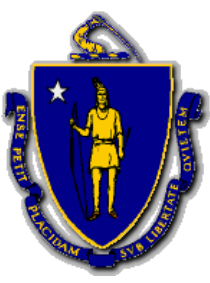
KATE FOX  
EXECUTIVE DIRECTOR  
MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM

## **INFLUENCER AND CONTENT CREATOR FAMILIARIZATION (FAM) VISIT POLICIES & GUIDELINES**

Thank you for considering a visit to the Bay State! For influencers and content creators planning a visit to Massachusetts, the Massachusetts Office of Travel and Tourism (“MOTT”) may be able to support itinerary development upon receipt and review of the completed [FAM Request Form](#). Read through the guidelines and policies below. MOTT will assist whenever possible depending on partner availability, lead time, interest, and complexity of the request.

### **Policies**

- Influencers and content creators wishing to participate in a FAM visit should have a robust following in 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 works with partners at 16 regional tourism councils across Massachusetts and will connect content creators with RTCs as appropriate.
- Unless you have been invited to participate in an official FAM Visit, MOTT and its partners may not be able to provide complimentary transportation, lodging, meals, tour guides, or attraction passes.
- 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.



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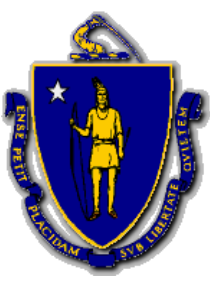
## General Guidelines

- The [Influencer and Content Creator 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.
- 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
    - If you do not have a media kit, influencers and content creators must submit screenshots of third-party traffic data (Google Analytics, Social Blade, etc.) to be considered for a media visit.
  - Brief bio
  - At least three most recent examples of published work
  - If you have visited Massachusetts before, please include a clip produced from the most recent hosted visit.
  - History of hosted visits and/or collaborations

## Content Guidelines

### Social Media:

- Post during each day of your visit and tag @visitma and #VisitMA. You will also be required to tag the regional tourism council in the areas that you will be visiting. That information will be shared in your pre-trip itinerary.



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- Share at least 3 posts and 6 stories on your feed (Instagram, Facebook, YouTube, and/or Threads) *during* your visit
- Share at least 3 posts and 3 stories on your feed (Instagram, Facebook, YouTube, and/or Threads) *after* your visit

#### Blog Posts:

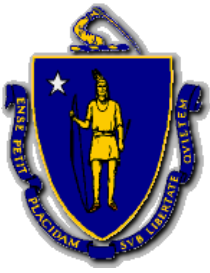
- To be posted within 2 weeks of your visit with link emailed to your MOTT contact
- Minimum of 700 words
- Minimum of 3-5 photos
- Must include links to visitma.com, related regional tourism councils, and other related links to your hosted visit

#### Photos and Videos:

- Influencers and content creators give the Massachusetts Office of Travel and Tourism and related regional tourism councils permission to use photos and videos for marketing purposes including social media posts, websites, and travel guides (with credit)
- An album of high-resolution photography with permission for MOTT to use with credit and post images is encouraged but not required after the visit
- MOTT can provide high resolution images upon request. Please email your MOTT contact for support.

#### Submission

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



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**Contact Information for Influencer and/or Content Creator Familiarization Tours**

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