

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
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VisitMA.com

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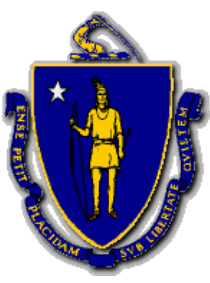
KATE FOX
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MASSACHUSETTS OFFICE OF TRAVEL AND TOURISM

TRAVEL TRADE INDUSTRY FAMILIARIZATION (FAM) VISIT POLICIES & GUIDELINES

Thank you for considering a visit to the Bay State! For travel trade industry professionals planning a visit to Massachusetts, the Massachusetts Office of Travel and Tourism (“MOTT”) may be able to assist upon receipt of the completed [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 travel trade industry professionals including tour operators, travel agents, and industry partners 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.
- 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 cost.
- 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.



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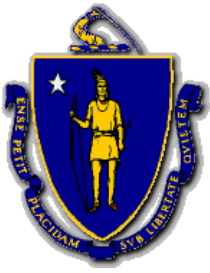
- MOTT may not be able to host travel companions. Complimentary services for guests are at the discretion of hotels, restaurants, and attractions.

General Guidelines

- The [Travel Trade Industry 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:
 - Profile Sheet and/or Media Kit
 - Web and social statistics (if media kit not provided)
 - Brief bio
 - Sample itineraries or programs developed for Massachusetts or a similar destination
 - If you have visited Massachusetts before, please include a clip produced from the last hosted visit
 - Past 3-5 hosted visits or collaborations
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Submission

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



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Contact Information for Travel Trade Familiarization Tours

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