

# What is a Tour Operator Familiarization Tour (FAM Tour)



A tour operator familiarization (FAM) tour involves hosting tour operators in an effort to create awareness of the travel experiences that are available in your state, region, county, town, etc.

The purpose of hosting a tour operator FAM Tour is to increase destination and product knowledge. One of the key initiatives of the Maine Motorcoach Network is to sell the state of Maine as an exciting and desirable destination by initiating and organizing FAM tours. These FAM tours can only be successful with the participation and cooperation of local tourism entities.

When FAM tour participants experience our regions of Maine first hand, they can better relay information to repeat and prospective clients and customers and since their jobs involve dispersing information to large numbers of people this is a valuable tool.

FAM Tours provide an opportunity for tour operators to experience the product first hand so that they can integrate a new product into an existing itinerary or create an entirely new itinerary and adequately sell it to their clients.

## IS A FAM TOUR RIGHT FOR YOUR BUSINESS?

- Do I want groups to visit my business and am I able to accommodate the needs of these groups? Refer to *What is Motorcoach Friendly* document on next page.
- Are there other businesses within your destination/region willing to work with the Maine Motorcoach Network to provide complimentary services for FAM tours? For example, an accommodation property might offer free rooms for a group of tour operators, however, the property will see a return on investment if the FAM tour results in the booking of a group tour and/or series of tours.
  - The Maine Motorcoach Network covers the costs of gratuities and tips for meals, lodging, drivers, step-on guides, etc.

## HOW TO GET STARTED

If you are interested in participation in Maine Motorcoach Network FAM Tours, please contact us at [info@mainemotorcoachnetwork.org](mailto:info@mainemotorcoachnetwork.org). Your participation could include anything from offering complimentary accommodations, tours or meals to a gift of a locally-made product. The broader the inventory of experiences the Maine Motorcoach Network has to offer during a FAM, the more attractive it is to tour operators and will set the state of Maine apart from its many competitors world-wide. If you have a new experience or product to offer to group tours, please contact the Maine Motorcoach Network so that we may assist you in creating awareness for your experience.

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Contact

**Maine Motorcoach Network**

[info@mainemotorcoachnetwork.org](mailto:info@mainemotorcoachnetwork.org)

**Maine Office of Tourism**

Hannah Collins

(207) 624.7456

[hannah.collins@maine.gov](mailto:hannah.collins@maine.gov)