

Guidelines for Familiarization (FAM) Trips

The Sarasota Convention & Visitors Bureau receives numerous assistance requests each month from media, meeting planners, travel agents and tour operators. In order to best serve you, we ask that the following guidelines be followed when requesting FAM trips to Sarasota County:

- Complete the FAM Assistance Form.
- We encourage media/meeting planners/travel agents and tour operators to contact the CVB approximately two full weeks before traveling to Sarasota County so that we may adequately prepare for a successful visit. Once credentials have been verified, we will begin coordinating the necessary arrangements with our area partners. If less than two weeks notice is given, we will attempt to assist in every way we can; however, the CVB relies on our industry partners when conducting press trips, therefore we cannot guarantee all requests for assistance can be fully accommodated.
- Complimentary arrangements (i.e. accommodations, meals, attraction tickets, etc.) are provided at the discretion of our industry partners. If "comps" cannot be accepted, a media rate can be arranged. All requests are subject to availability.
 - **Media**
- Journalists should provide a letter of assignment on official letterhead from the media outlet they are representing at the CVB's request. If freelance journalists do not have a letter of assignment, they must provide three travel-related articles from the past year for consideration.
- The CVB asks for an original article or a copy of the original article, a VHS or DVD of all Sarasota County travel pieces that are produced.
 - **Meeting Planners / Travel Agents / Tour Operators**
- Meeting Planners should provide an RFP to be distributed on official letterhead from the company they are representing at the CVB's request. If the Meeting Planner does not have an RFP, or the person wishing to attend the FAM is a Travel Agent or Tour Operator, they must provide three references from other CVB's or Hotels they have worked with in the past for consideration.

Please note: Our primary purpose is to assist the working media/meeting planner/travel agent/tour operators, therefore, locations might not be able to accommodate spouses, children or guests of the one being hosted. If special consideration is needed, please contact the SCVB immediately to make the necessary arrangements.