

FAM TOUR PLANNING

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Visit Williamsburg uses the following steps to work with local tourism partners when fulfilling Familiarization (Fam) Tour requests. Opportunities are through the public relations firm of record, the advertising agency of record, the Virginia Tourism Corporation, Visit Williamsburg's sales department, and from external requests.

Ideally: Four-week lead time

