

**Tourism Thursday
November 3, 2022
FLCC Viticulture & Wine Center**

Table Topic: Let's Talk Local Fam Tours

What is a Local Fam tour?

- A tour intended to familiarize the tourism industry, especially front-line employees, with their local town/city/county

Who might be on the FAM tours?

- **Industry Partners** – a way to get ourselves out into our own destination and be familiar with our partner locations -restaurants, lodging, attractions

IDEAS GENERATED

Engaging FAM Tours

- Partner with others to create passports w/ admission discounts

Best Places To...

- Have a series of "Best Places To.." – connects with the concept of living like a local and finding the best place or favorite places to do different activities

Cheat Sheets for Staff

- A cheat sheet that will help list out locations for FAM Tours for staff to easily reference
 - o Locations broken into categories (attractions, dining, wine/craft beverage)
 - o Operating Hours of the locations
 - o Possible itineraries by location/cross county

Ways to do FAM Tours

- **Digital** tour of your property to share with others
- **In person** tours of properties, towns for industry partners to be familiar with what is going on with partners around them and who they can co-op with