



Travel Trade Familiarization Trip Request Form

Thank you for your interest in Salem, Massachusetts. All familiarization (FAM) tour requests will be reviewed by Destination Salem and every effort will be made to accommodate qualified requests. Please be aware, due to high visitation numbers in October, July, and August, Destination Salem is unable to host FAM tours during the final two weeks of October and on some summer weekends.

If your company engages in social media, please connect with Destination Salem at @destsalem or @hauntdhappnigs and tag #SalemMA. Our websites are Salem.org and HauntedHappenings.org and both provide information for visiting groups.

Please return your FAM request and any questions to Kate Fox, Executive Director, at kfox@salem.org or fax to (978)741-7539.

1. Travel Agent/ Tour Company Name:
2. Request Submitted by:
3. Dates of visit (include arrival and departure times):
4. Will you have a car or use public transportation?
5. Names, titles, and contact info of those attending the trip:
6. Topics of interest:
7. Are you planning (check all that apply):
 Group Student Senior Leisure International Daytrip Overnight
8. Is this a site visit for a confirmed tour? Yes No
If yes, please provide dates:_____
9. Where will the tour or package be promoted?
10. If overnight, are you already contracted with a hotel property?
11. Any special requests? Smoking or non-smoking room? Dietary restrictions?