



Familiarization (FAM) Application Form – TRADE

Thank you for your interest in visiting Minnesota. Explore Minnesota is committed to assisting international travel trade with the opportunity to learn about Minnesota and to develop or expand products and itineraries that promote travel to Minnesota.

We require all individuals to complete the form below and return it to Explore Minnesota via submission information at the end of this form at least 8 weeks before the desired visit date. Please allow Explore Minnesota up to 14 days to respond to your request for a visit.

If the visit is approved, we expect all trade trip participants to:

- Meet with and tour host destinations or attractions at pre-approved scheduled times.
- Complete an Explore Minnesota post-fam evaluation form.
- Share with Explore Minnesota itineraries and promotional activities as a direct result of participation in the FAM
- Consent to be added to our client database and receive future correspondence and email updates from Explore Minnesota.

Expenses

Explore Minnesota does not generally provide reimbursement for airfare or self-drive rental cars.

Explore Minnesota will work closely with travel and tourism partners within the state to secure complimentary or reduced rates for lodging, admissions, and meals.

Any services/meals not covered by Explore Minnesota or its partners, including hotel expenses outside of room and tax, gratuities, and incidental expenses, are the responsibility of the FAM participant.

All expenses for travel companions are the responsibility of the FAM participant.

Participant Information

First and Last Name (*as it appears on your passport or ID*) _____

Title _____ Company Name _____

Company Website _____

Airline and/or car rental sponsor (*if applicable*) _____

City and Country of Residence _____

Email _____ Phone / WhatsApp _____

Profile link (LinkedIn, personal website, or company profile page) _____



Background

Purpose for the visit _____

Brief bio of self _____

What destinations and travel products does your company specialize in, if any?

Type of Product or Client? (*FIT, Group Tours, Fly/Drive, Etc.*)

What are the goals for this FAM experience? (*i.e., Itinerary Development, Promotions*)

How will promotional consideration be given to hosting businesses or communities?

Have you visited Minnesota or the region previously? If so, please provide details on when and the focus.

Will you be shooting video or photography during your visit? ☐ Yes ☐ No

Media (photos, b-roll, etc.) needed from Explore Minnesota or destination partners:

Any other information on needs or requests from Explore Minnesota _____



Travel Intent

Requested arrival date _____ Requested departure date _____

Cities, attractions, and activities requested to visit/experience _____

What is your preferred style of travel? ☐Independent ☐Escorted

Preferred itinerary style:

- ☐ Flexible (hotel nights booked but free to explore on your own)
- ☐ Complete itinerary (hotel and attractions set on a confirmed schedule)

Will you be traveling alone or with others? ☐Alone ☐With Others

Please list all members of the traveling party and their relationship to you.

Please note that Explore Minnesota will not host a companion. All expenses related to companion travel are the responsibility of the applicant/hosted guest.

Completed forms are to be emailed to **Jennifer Schak, Market Development Manager** at **Explore Minnesota**, at **jennifer.schak@state.mn.us**.

Thank you for your interest in visiting Minnesota!