Virtual FAM Tour of Newport News Debuts This Week
~ Video is being launched as part of National Travel & Tourism Week, May 2-8 ~

Newport News, VA, May 5, 2021 – In celebration of National Travel & Tourism Week, May 2-8, Newport News Tourism produced a video to replace its annual day-long Familiarization Tour of Newport News.

Typically, a motorcoach tour is held for front-line personnel, as well as visitor center staffs and other hospitality industry workers. The tour provides participants with first-hand knowledge of the city by taking them to each attraction in a fast-paced but comprehensive overview of everything Newport News has to offer.

Due to the current restrictions executed by Virginia’s governor, which limits the number of people who can gather together safely, Newport News Tourism decided to produce a video that would serve as a virtual FAM tour of the city. This 16.5-minute recording gives hospitality employees – and everyone who chooses to watch it – a visual introduction to Newport News and all of the wonderful things to do here. It begins at the Newport News Visitor Center and ends with shopping and dining opportunities, as well as driving tours and the Toast the Coast: Beer, Wine, and Shine Trail. View the video on YouTube or on the Newport News Tourism website.

National Travel and Tourism Week is the time when visitors and residents are reminded of the power of travel and its ability to inject revenue directly into the city’s coffers. For Newport News, tourism is a $336.4 million industry, providing nearly 3,200 jobs and generating $11.2 million in local tax revenue.

For additional information about National Travel & Tourism Week in Newport News, contact Janie Tross, Consumer Marketing and Visitor Center Manager, at 757-886-7777 or by e-mail at trossjm@nnva.gov.