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VISIT MORGAN HILL HOSTS INFLUENCER TOUR

Morgan Hill, Calif. – On June 11-12, 2022, Visit Morgan Hill will host a familiarization tour for travel, lifestyle, food, and wine content creators. The familiarization tour, also known as a FAM tour, is designed to showcase a “weekend getaway” to a hand-selected group of influencers, bloggers, and journalists. The tour will offer two days of Morgan Hill experiences and inspiring content creation opportunities that the influencers may share with their followers, boosting awareness of Morgan Hill as a travel destination.

The highly curated tour itinerary will include Morgan Hill’s downtown markets, a progressive dining experience, local wine and cider tastings, premium farm excursions, live music and an overnight stay at the Hampton Inn Morgan Hill. At 12 guests, the experience will also demonstrate the city’s accommodations for small group events such as social celebrations, sports offsites, and corporate retreats.

The FAM tour attendees are coming from the Greater Bay Area and out-of-state cities, representing influence in existing and emerging visitor markets for Morgan Hill. From culinary and travel Instagrammers and wine bloggers to lifestyle fashionistas and a cycling magazine editor, the tour guests’ content niches align with Morgan Hill’s most appealing assets. “We hope our guests walk away from this experience feeling like they just discovered California’s best kept secret,” said Krista Rupp, Executive Director of Visit Morgan Hill. “We can’t wait to see each of their authentic takes on Morgan Hill.”

The Morgan Hill FAM tour follows on the heels of Visit Morgan Hill’s major tourism campaign showcasing the visitor appeal of “[California’s Newest Getaway Spot](#).” Morgan Hill, located just 30 minutes from the San Jose Airport, has a buzzing downtown, a growing foodie scene, the Santa Clara Valley Wine Trail, u-pick farms, and year-round outdoor recreation like hiking, cycling, and golf. Coupled with the city’s state-of-the-art sports facilities and public festivals attracting hundreds of thousands of visitors annually, Morgan Hill is primed as the best emerging tourism destination in the Bay Area. With a fine-art gallery scheduled to break ground in July, several restaurant openings, a brand new accessible and inclusive playground, and a downtown boutique hotel under construction, the fastest growing city in Santa Clara County is only further cementing its tourism prowess.

Visit Morgan Hill will continue its influencer marketing program throughout the year. In late June they will welcome a member of Visit California's Global Influencer Advisory Board and outdoor adventure-focused, digital content creator from New Zealand, Kyle Mulinder. Kyle also serves as an official ambassador for GoPro and Ford Motor Company.

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ABOUT VISIT MORGAN HILL:

Visit Morgan Hill is a 501(c)6 non-profit organization dedicated to executing tourism marketing programs to position Morgan Hill as a vibrant leisure, sports, and event destination and be a catalyst for local tourism benefit through overnight hotel stays. Visit Morgan Hill is a separate entity from the City of Morgan Hill and led by its own board of directors, who oversee the work of the organization. Hotels in Morgan Hill contribute 1.5% of their gross short-term revenue to fund the Morgan Hill Tourism Business Improvement District (MHTBID) which is managed by Visit Morgan Hill. For more information, go to www.visitmorganhill.org.

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