



2024 Media Marketplace Pre- and Post-FAM Tour Options

Supplement your MATPRA Marketplace experience with an option Pre- or Post-FAM Tour. These excursions are offered by MATPRA member destinations on a first-come, first-served basis based on the date you register. Please note that space on these tours is extremely limited.

You will be responsible for travel arrangements and expenses to your pre- or post-FAM location(s). Once you arrive at the hotel, the host destination will cover lodging and expenses related to the tour.

PRE-FAM TOURS

Dreamers Are Always Welcome in Shenandoah County, VA

Friday, August 23-Sunday, August 25, 2024

Sure, we all daydream. But some of us have discovered a place where those dreams come true — in Shenandoah County, Virginia. A place where you can drift down the Shenandoah River, paddle on the still of Lake Laura, horseback ride at Fort Valley Ranch through the George Washington National Forest, and explore miles of trails at Seven Bends State Park. Dreaming about food? Tantalize your taste buds as we sip and snack our way through the charming small towns and villages. Enjoy fresh roasted coffee at Jackson’s Corner Café and Coffee Roastery, The Winery at Kindred Pointe and Life is Hard Cider, Woodstock Brewhouse, and Sugar Creek Snowy & Sweet Ice Cream Shop to name a few.

Hampshire Highlights: West Virginia Historic Waters and Fun Flings

Monday, August 26-Tuesday, August 27, 2024

Start your wild and wonderful adventure with a historic water tour at the family-owned and operated Capon Springs resort. Settle in your room and enjoy free time to hike, nap, and play outdoors. Enjoy a private dinner and outdoor cookout followed by demo/clinic on the fast-growing sport of FlingGolf from the 2023 National Masters Champion. Finish the evening with a relaxing group soak at the Hygeia Bath House and Spa. Wake up in traditional style with a polar bear plunge in the pure spring-fed pool before feasting on a home cooked breakfast. Experience a custom-made Escape Room with a local historic theme before departing with a box lunch.

POST-FAM TOURS

Small Towns, Big Backyard Road Trip in Lexington and Rockbridge County, VA

Thursday, August 29 – Sunday, September 1, 2024

Lexington, VA, is the hub for your “Small Towns, Big Backyard” road trip. Rockbridge County is the southern gateway to the Shenandoah Valley with 100,000 acres of public forests, parks, and recreation areas where people can connect with nature and enjoy the scenic beauty. Explore historic Lexington by foot and by horse drawn carriage. Get up close and personal with hundreds of animals at Virginia Safari Park, Virginia’s only drive-thru safari. Sip award-winning wines and craft brews along the Shenandoah Beerwerks Trail and visit agritourism sites producing artisan products. Enjoy a wide range of dining from country stores to homemade ice cream to Chef Xavier Deshayes’ French inspired menus at Haywood’s Piano Bar & Grill. The entertainment continues into the night with a movie at Hull’s Drive-in Theater and stargazing at Natural Bridge State Park, an International Dark Sky Park.

Sip and Savor Wine Enthusiast’s Wine Region of the Year in Charlottesville & Albemarle County, VA

Thursday, August 29 – Saturday, August 31, 2024

Discover why *Wine Enthusiast* recently named Charlottesville and the Monticello American Viticultural Area (AVA) its Wine Region of the Year – for the entire world! Learn more about the fascinating story of how this historic wine region came to be (dating back to the days of Thomas Jefferson), complete with failed experiments, challenges, and obstacles along the way.

Prepare to sip and sample on this familiarization tour, as you tour a variety of the world-renowned wineries that call this area home. Chat directly with the nationally and internationally acclaimed winemakers who have helped shape the wine region into what it is today, while learning more about important local initiatives aimed at diversifying the wine industry and the region’s approach to making wine more approachable, welcoming, and inclusive. Of course you can’t have wine without a perfect culinary pairing, so prepare to feast on some of the best bites the Charlottesville area has to offer during your stay.

Get ready to sip, savor, and relax in Wine Enthusiast’s Wine Region of the Year. Cheers!