

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Emily Moore ~ @emilygoesplaces



Dates: June 5 - 8 (3 Nights)

Number in Group: Two Adults

Name: Emily Moore plus one

Topic: Outdoor Adventures and Hidden Gems

Participation Deadline: May 21, 2026

Description of the Influencer:

Emily is a Washington, DC-based travel creator sharing curated experience-first inspiration for couples, solo travelers, and East Coast explorers looking to make the most of their free time.

Description of the coverage:

Emily will showcase the outdoor adventures and hidden gems the destination has to offer.

Media Outlet(s): Instagram reels and stories

Social Media Outlets:

- Instagram: [@emilygoesplaces](https://www.instagram.com/emilygoesplaces), 45.7K followers

NOTE ON LODGING, RESTAURANTS, and ATTRACTIONS: Visit Williamsburg chooses particular lodging, restaurants, and attractions for specific reasons. Each familiarization tour (FAM) is different, and we ask that our partners are sensitive to the criteria that led us to these requests. While each FAM tour content has a different angle, there may not be coverage of the lodging facility if it is not in alignment with the story or blog post. If you have any suggestions in line with the criteria, please contact us with your ideas.

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Names of Travelers: Emily Moore plus one

Room Information: One room

Dietary Restrictions: Nut allergy

Transportation: Own Car

DRAFT ITINERARY:

Date June 5 - 8 (3 Nights)

Friday, June 5:

- Afternoon activity in York County – unique to the area
- Dinner in Williamsburg – chef-driven

Saturday, June 6:

- Morning activity in Williamsburg – outdoor adventure
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – outdoor adventure
- Dinner in Williamsburg – American fare

Sunday, June 7:

- Morning activity in James City County – outdoor adventure
- Lunch in Williamsburg – seafood
- Afternoon activity in Williamsburg – hidden gem
- Dinner in Williamsburg – locally-owned

Monday, June 8:

- Morning activity in Williamsburg – outdoor adventure
- Lunch in Williamsburg – unique to the destination
- Noon departure

Please forward offers to [Daniela Owen](#).