Social Media Influencer Familiarization Tour
Emily Moore ~ @emilygoesplaces



Dates: October 16 – 18, 2026 (2 Nights)
Number in Group: Two Adults
Name: Emily Moore plus one
Topic: Yorktown Victory Weekend

Participation Deadline: August 15, 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 produce two reels, one covering her stay and one covering Yorktown Victory Weekend festivities.

M**edia Outlet(s):** Instagram reels and stories

Social Media Outlets:

- Instagram: @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.

Names of Travelers: Emily Moore plus one
Room Information: Stay in York County
Dietary Restrictions: Nut allergy
Transportation: Own Car

DRAFT ITINERARY:

Date: October 16 – 18, 2026 (2 Nights)

Friday, October 16:

- Activity and meals in York County

Saturday, October 17:

- Activity and meals in York County

Sunday, October 18:

- Activity and meals in York County

Please forward offers to Daniela Owen.