

**Travel Journalist Familiarization Tour
Michele Herrmann, AAA's The Extra Mile**



Dates: April 17-20, 2024 (3 nights)

Number in Group: One adult

Name: Michele Herrmann

Topics: Food & Beverage, Coffee, Culture, History, Outdoors

Participation Deadline: February 19, 2024

Description of the Journalist:

Michele Herrmann develops guides on U.S. and international destinations and writes about travel trends, food, and culture for various print, digital media outlets, and travel companies.

Description of the coverage:

An article on Williamsburg, Virginia that will be part of a digital “48 Hours in...” series, namely of what visitors can do in the region.

Media Outlet(s):

AAA's The Extra Mile (<https://cluballiance.aaa.com/the-extra-mile>) is AAA's online blog reaching the following areas: Greater Hartford, CT Area, Cincinnati Tri-State Area, Miami County, OH, Greater Dayton, OH Area, Northwest Ohio, AAA Blue Grass & Bluefield Regions, Southern West Virginia, Kansas, Oklahoma, South Dakota, Delaware, Maryland, Washington DC, and parts of Virginia, Pennsylvania and New Jersey. Average Monthly Unique Visitors = 285,000.

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 Traveler(s): Michele Herrmann

Room Information: One hotel room

Dietary Restrictions: None

Transportation: Airfare, Rental car

Day 1: Overnight hotel accommodations, dinner, craft beverage, aquatic

Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, tour, culture

Day 3: Overnight hotel accommodations, breakfast, lunch, history, history, tour, craft beverage tasting, amusement park

Day 4: Brunch, leisure recreation, departure

DRAFT ITINERARY:

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Wednesday, April 17:

- Afternoon activity in Williamsburg – craft beverage tasting and tour
- Dinner in Williamsburg – unique to the area
- Evening activity in Jamestown – aquatic

Thursday, April 18:

- Breakfast in Yorktown – historic, unique
- Morning activity in Yorktown – history, tour
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – historic, tavern

Friday, April 19:

- Breakfast in Williamsburg – café
- Morning activity in Jamestown – history, tour
- Lunch in Williamsburg – light, café
- Afternoon activity in Williamsburg – craft beverage tasting
- Afternoon activity in Williamsburg – amusement park
- Dinner in Williamsburg – chef driven

Saturday, April 20:

- Morning activity in Williamsburg – leisure recreation
- Brunch in James City County – café, quaint

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