



Social Media Influencer Familiarization Tour
Brian Oliver ~ @beyondbmore



Dates: March 25 – 27, 2025 (2 nights)

Number in Group: Two adults

Name: Brian Oliver and Kevin Stephenson, Jr.

Topic: Visiting Williamsburg via Amtrak

Participation Deadline: March 14, 2025

Description of the Influencer:

Brian is a travel and lifestyle content creator.

Description of the coverage:

Brian will visit the destination with a guest to help capture content. He will show how easy it is to take Amtrak to Williamsburg from Baltimore. He will then produce one reel, a carousel post, and Instagram stories to post to his feed.

Media Outlet(s): Instagram reel, carousel post, stories, and high-quality images

Social Media Outlets:

- Instagram: [@beyondbmore](https://www.instagram.com/beyondbmore), 19.2K 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 Traveler: Brian Oliver and Kevin Stephenson, Jr.

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Amtrak and Rental Car

DRAFT ITINERARY:

Date: March 25 – 27, 2025 (2 nights)

Tuesday, March 25:

- Early afternoon arrival
- Lunch in Williamsburg – seafood and grill
- Afternoon activity in James City County – outdoor recreation
- Dinner in Williamsburg – upscale dining
- Evening activity in Williamsburg – haunted tour

Wednesday, March 26:

- Breakfast in Williamsburg – unique to the area
- Morning activity in James City County – air tour
- Lunch in Williamsburg – French dining
- Afternoon activity in Williamsburg – distillery tour and tasting
- Afternoon activity in Williamsburg – recreation
- Dinner in Williamsburg – speakeasy

Thursday, March 27:

- Morning activity in York County – outdoor recreation
- Lunch in Williamsburg – locally-owned
- Early afternoon departure

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