



**Social Media Influencer Familiarization Tour
Brienne Manz ~ @strollerinthecity**



Dates: May 30 – June 2, 2024 (3 nights)

Number in Group: Two adults and three children

Name: Brienne, Jason, Ryder (15), Siella (12), and Gemma (10) Manz

Topic: Family travel

Participation Deadline: April 12, 2024

Description of the Influencer:

Based in NYC, Brienne’s family enjoys their fast-paced city life. Her platforms share city living, family travel & more. She has been featured on the Today Show, E! News, and People.

Description of the coverage:

Brienne will be visiting the destination with her husband and three kids focusing on a family-friendly weekend getaway. She will then produce one WilliamsBLOG, one video that will be posted to Instagram and TikTok along with an Instagram carousel post, and Instagram stories.

Media Outlet(s): *WilliamsBLOG*, TikTok, Instagram reels, carousel, and stories

Social Media Outlets:

- Instagram: [@strollerinthecity](https://www.instagram.com/strollerinthecity), 185K followers
- TikTok: [@strollerinthecity](https://www.tiktok.com/@strollerinthecity), 7,180 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: Brianne, Jason, Ryder (15), Siella (12), and Gemma (10) Manz

Room Information: Two rooms, three beds

Dietary Restrictions: None

Transportation: Rental Car

DRAFT ITINERARY:

Date: May 30 – June 2, 2024

Thursday, May 30:

- Afternoon activity in James City County – amusement park
- Dinner in Williamsburg – upscale dining

Friday, May 31:

- Breakfast in Williamsburg – French cuisine
- Morning activity in Williamsburg – history, culture
- Lunch in Yorktown – locally-owned
- Afternoon activity in Yorktown – nautical
- Dinner in Williamsburg – chef-driven

Saturday, June 1:

- Breakfast in Williamsburg – café
- Morning activity in James City County – history, culture
- Lunch in James City County – chef-driven
- Afternoon activity in James City County – outdoor recreation
- Dinner in Williamsburg – upscale dining

Sunday, June 2:

- Breakfast in James City County – locally owned
- Morning activity in James City County – outdoor recreation

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