



Social Media Influencer Familiarization Tour
Britny McKibben ~ @darlingtravelsblog



Dates: November 30 – December 4, 2023 (4 nights)

Number in Group: Two adults

Name: Britny McKibben and Rachael Purdin

Topic: A girl's weekend in Williamsburg: holiday edition

Participation Deadline: November 14, 2023

Description of the Influencer:

Britny is a social media influencer who shares a variety of magical spots, unique stays, and hidden gems across the world.

Description of the coverage:

Britny will be visiting the destination to showcase a holiday girls' weekend in Williamsburg.

Media Outlet(s): Williamsblog, TikTok, Instagram reel, and stories

Social Media Outlets:

- Instagram: [@darlingtravelsblog](https://www.instagram.com/darlingtravelsblog), 160K followers
- TikTok: [@darlingtravels.blog](https://www.tiktok.com/@darlingtravels.blog), 75K 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: Britny McKibben and Rachael Purdin

Room Information: One room, two beds

Dietary Restrictions: No seafood

Transportation: Rental Car

- Day 1: Overnight hotel accommodations, dinner, holiday event
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, amusement park
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, holiday activity
- Day 4: Overnight hotel accommodations, breakfast, lunch, dinner, history, tour, theatre event, wine tasting
- Day 5: Departure

DRAFT ITINERARY:

Date: November 30 – December 4, 2023 (4 nights)

Thursday, November 30:

- Afternoon arrival
- Afternoon activity in Williamsburg – holiday event
- Dinner in Williamsburg – Greek cuisine

Friday, December 1:

- Breakfast in Williamsburg – café
- Morning activity in James City County – history, culture
- Lunch in James City County – tapas
- Afternoon activity in Williamsburg – amusement park

Saturday, December 2:

- Breakfast in James City County – café
- Morning activity in James City County – holiday activity
- Lunch in Yorktown – historic, unique
- Afternoon activity in Yorktown – holiday activity
- Dinner in Yorktown – locally-owned
- Evening activity in Yorktown – unique to the area

Sunday, December 3:

- Breakfast in Williamsburg – café
- Morning activity in Williamsburg – history, tour
- Lunch in Williamsburg – deli
- Afternoon activity in Williamsburg – theatre event
- Afternoon activity in Williamsburg – wine tasting
- Dinner in Williamsburg – historic, unique

Monday, December 4:

- Early Departure

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