



Social Media Influencer Familiarization Tour
Chelsea Miller - @thechelseamiller



Dates: December 5 – 8, 2024 (3 nights)

Number in Group: Two adults

Names: Chelsea Miller plus one guest

Topic: Rest, Retreat, and Relax

Participation Deadline: November 12, 2024

Description of the Influencers:

A Columbia University graduate and Brooklyn native, Chelsea Miller is one of the leading voices in racial justice and digital organizing. After working in the Obama White House in 2016 on criminal justice reform, Chelsea would later become a global voice in activism. Chelsea is the Co-Founder of Freedom March NYC, one of the largest youth-led civil rights organizations in the country. Organizing movements in person and online, Chelsea is globally recognized for her ability to use social media to reach various audiences and build community.

Description of the coverage:

Chelsea was here in the spring of 2024 with Essence Magazine and is now back to explore more of the destination with a focus of rest, retreat, and relaxation.

Media Outlet(s): Instagram In-feed posts and stories

Social Media Outlets:

- Instagram: [@thechelseamiller](https://www.instagram.com/thechelseamiller), 28.6K 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: Chelsea Miller plus one guest

Room Information: Two rooms, king beds

Dietary Restrictions: None

Transportation: Rental Car

DRAFT ITINERARY:

Date: December 5 – 8, 2024 (4 nights)

Thursday, December 5:

- Dinner in Williamsburg – Seafood

Friday, December 6:

- Afternoon activity in Williamsburg – art museum
- Afternoon treat in Williamsburg – sweet treat
- Evening activity in James City County – craft, activity

Saturday, December 7:

- Breakfast in Williamsburg – café
- Morning activity in Williamsburg – spa, relaxation
- Afternoon activity in Williamsburg – holiday show

Sunday, December 8:

- Morning departure

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