

**Travel Journalist Familiarization Tour  
Claire Zlobin, Family Traveller**



**Dates:** August 26 – 30, 2024 (4 nights)

**Number in Group:** Two adults, two children (17 & 13)

**Names:** Claire, Denys, Katelyn (17), Ethan (13) Zlobin

**Topics:** Family-friendly activities

**Participation Deadline:** August 13, 2024

**Description of the Journalist:**

Claire is the founder and CEO of <https://www.lifewithababy.com/>. This is Canada's largest peer-to-peer network of mothers, with over 77,000 users. In addition to her parenting network, she owns <https://dropofgoldensun.ca/>; a site focused on sharing fun things to do with kids and family travel. Claire is a media member of the Family Travel Association and The Society of American Travel Writers. In addition, she is a freelance writer for publications focusing on family travel, including Tiny Beans and Tripadvisor.

**Description of the coverage:**

Claire will cover family-friendly activities in Williamsburg, Jamestown, and Yorktown.

**Media Outlet(s):**

[Family Traveller](#) is the indispensable guide to anyone travelling with babies, children, and teenagers, providing parents with a one-stop location to plan their family holidays. Family Traveller reaches 500,000 worldwide households per month across print, website, email, and social media.

**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):** Claire, Denys, Katelyn (17), Ethan (13) Zlobin

**Room Information:** Two connecting hotel rooms with four beds

**Dietary Restrictions:** N/A

**Transportation:** Flight and rental car

**DRAFT ITINERARY:**

**Dates:** August 26 – 30, 2024 (4 nights)

**Monday, August 26**

- Early afternoon arrival
- Afternoon activity in Williamsburg – water activity
- Dinner in Williamsburg – family-friendly

**Tuesday, August 27**

- Morning activity in James City County – history, culture
- Afternoon activity in James City County – amusement park
- Dinner in Williamsburg – unique to the area

**Wednesday, August 28:**

- Morning activity in Yorktown – history, culture
- Lunch in Yorktown – locally-owned
- Afternoon activity in Yorktown – history, tour
- Dinner in Williamsburg – chef-driven

**Thursday, August 29:**

- Morning activity in Williamsburg – history, tour
- Lunch in Williamsburg – pub
- Afternoon activity in Williamsburg – history, culture
- Afternoon activity in Williamsburg – nautical
- Dinner in Williamsburg – American fare

**Friday, August 30**

- Morning activity in James City County – outdoor adventure
- Lunch in James City County – Barbeque
- Afternoon activity in James City County – nature walk
- Afternoon departure

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