



**Social Media Influencer Familiarization Tour
Colleen Blair ~ @travelikealocalma**



Dates: March 19-24, 2024 (5 nights)

Number in Group: Two adults

Name: Colleen and Matthew Blair

Topic: Williamsburg by sea, by sky, by carriage, by foot

Participation Deadline: February 23, 2023

Description of the Influencer:

Based in Boston, Colleen Blair shares the best of Massachusetts and New England through destination guides, travel tips, seasonal events, hotels, restaurants, and things to do.

Description of the coverage:

Colleen will be visiting the destination with her husband to create five videos representing the destinations. These will include, Williamsburg by sea, by sky, by carriage, by foot, quirky Williamsburg and hidden gems, historic triangle focus, a guide to Williamsburg dining, and scenic outdoor Williamsburg.

Media Outlet(s): Instagram reels and stories

Social Media Outlets:

- Instagram: [@travelikealocalma](https://www.instagram.com/travelikealocalma), 50.7K followers

NOTE ON LODGING, RESTAURANTS, and ATTRACTIONS: Visit Williamsburg selects particular lodging, restaurants, and attractions for specific reasons. Each familiarization tour (FAM) is different, and we ask that our partners be 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: Evan Woodard and Peter Watts

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Rental Car

DRAFT ITINERARY:

Date: March 19-24, 2024 (5 nights)

Tuesday, March 19:

- Dinner in Williamsburg - Greek cuisine

Wednesday, March 20:

- Breakfast in Williamsburg – coffee shop
- Morning activity in Williamsburg – African American history tour
- Morning activity in James City County – history, tour
- Lunch in James City County – unique to the area
- Afternoon activity in James City County – wine tour and tasting
- Dinner in James City County – tavern
- Evening activity in James City County – nautical

Thursday, March 21:

- Breakfast in Williamsburg – French bistro
- Morning activity in Williamsburg – carriage ride
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – university tour
- Dinner in Williamsburg – tavern
- Evening activity in Williamsburg – haunted tour

Friday, March 22:

- Breakfast in Yorktown – historic, quaint
- Morning activity in Yorktown – history museum
- Lunch in Yorktown – pub
- Afternoon activity in Williamsburg – golf
- Dinner in Williamsburg – upscale

Saturday, March 23:

- Breakfast in James City County – café
- Morning activity in James City County – outdoor recreation
- Lunch in Williamsburg – barbeque
- Afternoon activity in James City County – outdoor recreation
- Afternoon activity in Williamsburg – musical museum
- Dinner in Williamsburg – chef-driven

Sunday, March 24:

- Early morning departure

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