



**Social Media Influencer Familiarization Tour  
Evan Woodard ~ @ salvagearc**



**Dates:** March 11 – 15, 2024 (4 nights)

**Number in Group:** Two adults

**Name:** Evan Woodard and Peter Watts

**Topic:** Historical facts and findings in Williamsburg

**Participation Deadline:** February 20, 2023

**Description of the Influencer:**

Evan is a Baltimore-based historian, urban explorer, and excavation expert of Salvage Arc. Salvage Arc offers pop-up museums, magnet fishing expeditions, unique city tours, and insightful talks at local events.

**Description of the coverage:**

Evan will be visiting the destination with videographer Peter Watts to create five videos representing the destinations. These will include, must-visit museums, historical facts, a look into Williamsburg's current excavations and recent findings, exploring black history, and the best ways to unwind in the destination. Restaurants will be featured in Instagram stories while the attractions and activities will be featured in the reels.

**Media Outlet(s):** Instagram reels and stories

**Social Media Outlets:**

- Instagram: [@salvagearc](https://www.instagram.com/salvagearc), 80K 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:** Evan Woodard and Peter Watts

**Room Information:** One room, two beds

**Dietary Restrictions:** None

**Transportation:** Rental Car

- Day 1: Overnight hotel accommodations, dinner, history, museum
- Day 2: Overnight hotel accommodations, breakfast, dinner, outdoor activity, history, aquatic
- Day 3: Overnight hotel accommodations, breakfast, dinner, African American history tour, haunted tour, history, tour
- Day 4: Overnight hotel accommodations, breakfast, dinner, history, museum, culture, brewery tour
- Day 5: Breakfast, lunch, art museum, afternoon departure

## **DRAFT ITINERARY:**

**Date:** March 11 – 15, 2024 (4 nights)

### **Monday, March 11:**

- Afternoon activity in Yorktown – history, museum
- Dinner in Williamsburg – unique to the area

### **Tuesday, March 12:**

- Breakfast in James City County – local café, unique
- Morning activity in James City County – outdoor activity
- Afternoon activity in James City County – outdoor, history
- Afternoon activity in James City County – aquatic, unique
- Dinner in Williamsburg – locally-owned

### **Wednesday, March 13:**

- Breakfast in Williamsburg – diner
- Morning activity in Williamsburg – African American history tour
- Afternoon activity in Williamsburg – history, tour
- Dinner in Williamsburg – seafood
- Evening activity in Williamsburg – haunted tour

### **Thursday, March 14:**

- Breakfast in Williamsburg – cafe
- Morning activity in James City County – history, museum
- Afternoon activity in James City County – history, culture
- Afternoon activity in Williamsburg – brewery tour
- Dinner in Williamsburg – chef-driven

### **Friday, March 15:**

- Breakfast in Williamsburg – pancake house
- Morning activity in Williamsburg – art museum
- Lunch in Yorktown – historic, quaint

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