



**Social Media Influencer Familiarization Tour
Farah Malala ~ @momofmamony**



Dates: November 1 – 4, 2024 (3 nights)
Number in Group: Two adults, two children
Name: Farrah and Harmony (11) Malala
Topic: Mom and Daughter Autumn Adventures

Participation Deadline: October 18, 2024

Description of the Influencer:

Farrah is a family travel writer and creative. Originally from Madagascar, Farrah set roots in the Washington, DC area. She is a single mom to her 11-year-old daughter, Harmony (“Mamony”). Together, they aim to explore all 50 states and as many National Parks as possible before Harmony finishes high school. Farrah shares their adventures to inspire other families, particularly single-parent households, to travel and create lasting memories. She also provides helpful tips to simplify travel and parenting.

Description of the coverage:

Farrah and her daughter will visit the destination with a focus on fall adventure.

Media Outlet(s): WilliamsBLOG, Instagram reels, and stories

Social Media Outlets:

- Instagram: [@momofmamony](https://www.instagram.com/momofmamony), 10.1K 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: Farrah and Harmony (11) Malala

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Own car

DRAFT ITINERARY:

Date: November 1 – 4, 2024

Friday, November 1:

- Dinner in Williamsburg – chef-driven

Saturday, November 2:

- Breakfast in Williamsburg – pancake house
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – fall festival
- Evening activity in James City County – sunset cruise
- Dinner in Williamsburg – tavern

Sunday, November 3:

- Morning activity in Williamsburg – indoor water park
- Afternoon activity in Williamsburg – amusement park
- Dinner in Williamsburg - Italian

Monday, November 4:

- Breakfast in Williamsburg – unique to the area
- Morning activity in James City County – history, culture
- Lunch in Yorktown – seafood
- Afternoon activity in Yorktown – outdoor adventure

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