



**Social Media Influencer Familiarization Tour
Jessica Human ~ @wechouseadventures**



Dates: June 10 - 14, 2024 (4 nights)

Number in Group: One adult, three children

Name: Jessica, Koen (14), Hendrik (11), and Davin (8) Human

Topic: Outdoor Fun in Williamsburg

Participation Deadline: May 10, 2024

Description of the Influencer:

Jessica's outdoorsy family, based in driving distance of Williamsburg, prioritizes family road trips and adventure travel.

Description of the coverage:

Jessica will visit the destination with her three sons focusing on outdoor adventure fun in Williamsburg. She will then produce one WilliamsBLOG, one Instagram Reel, one Instagram carousel post, and Instagram stories.

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

Social Media Outlets:

- Instagram: [@wechouseadventures](https://www.instagram.com/wechouseadventures), 33.7K 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: Jessica, Koen (14), Hendrik (11), and Davin (8) Human

Room Information: Four beds

Dietary Restrictions: None

Transportation: Own Car

DRAFT ITINERARY:

Date: June 10 - 14, 2024

Monday, June 10:

- Afternoon activity in Williamsburg – water adventure
- Dinner in Williamsburg – chef-driven

Tuesday, June 11:

- Breakfast in Williamsburg – unique to the area
- Morning activity in Williamsburg – history, tour
- Lunch in Williamsburg – locally-owned
- Afternoon activity in James City County – outdoor adventure
- Dinner in Williamsburg – American Fare

Wednesday, June 12:

- Breakfast in Williamsburg – diner
- Morning activity in Yorktown – nautical event
- Lunch in Williamsburg - locally-owned
- Afternoon activity in Yorktown – bike ride
- Dinner in Williamsburg – Italian Cuisine

Thursday, June 13:

- Breakfast in James City County – locale staple
- Morning activity in James City County – history, culture
- Lunch in James City County – casual dining
- Afternoon activity in James City County – outdoor adventure
- Dinner in Williamsburg – unique to the area

Friday, June 14:

- Breakfast in Williamsburg – Pancake House
- Morning activity in James City County – outdoor adventure
- Lunch in James City County – locally-owned

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