



Social Media Influencer Familiarization Tour
Karla Hsu ~ @ charlottemama



Dates: June 12 – 16, 2024 (4 nights)

Number in Group: Two adults, two children

Name: Karla, Johann, Isabel (7), and Lillian (4) Hsu

Topic: Fun in the Sun

Participation Deadline: May 10, 2024

Description of the Influencer:

Charlotte-based mom who shares things to do with kids in Charlotte and across Virginia, South Carolina, and North Carolina.

Description of the coverage:

Karla will visit the destination with her husband and two daughters focusing on outdoor family-friendly fun, educational activities, and dining experiences. She will then produce five videos to be posted on Karla's social accounts.

Media Outlet(s): *Instagram Reel and TikTok*

Social Media Outlets:

- Instagram: [@charlottemama](#), 62.8K followers
- TikTok: [@charlottemama](#), 2.2K 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: Karla, Johann, Isabel (7), and Lillian (4) Hsu

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Own Car

DRAFT ITINERARY:

Date: June 12 – 16, 2024

Wednesday, June 12:

- Morning activity in Williamsburg – outdoor adventure
- Dinner in Williamsburg – outdoor dining with live music

Thursday, June 13:

- Breakfast in Williamsburg – café
- Morning activity in Yorktown – nautical
- Lunch in Yorktown – unique to the area
- Afternoon activity in Yorktown – water activity
- Dinner in Yorktown – outdoor dining
- Evening activity in Yorktown – live music

Friday, June 14:

- Morning activity in James City County – water activity
- Lunch in James City County – locally owned
- Afternoon activity in James City County – nautical
- Evening activity in James City County – twilight event

Saturday, June 15:

- Breakfast in Williamsburg – café
- Morning activity in Williamsburg – shopping
- Lunch in Williamsburg – picnic
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – chef-driven

Sunday, June 16:

- Breakfast in Williamsburg – pancake house
- Morning activity in James City County – history
- Departure at noon

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