

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Katie Barna ~ @scrantonmom



Dates: May 17-20, 2024 (3 nights)

Number in Group: Two adults and two children

Name: Katie, Tim, Jack (7), and Emily (4) Barna

Topic: Family-friendly weekend getaway to Williamsburg

Participation Deadline: April 5, 2024

Description of the Influencer:

Based in Northeastern PA, Katie's family is only a six-hour drive from Williamsburg. She is known for sharing not only activities in her area, but also day trips and weekend itineraries for nearby places like Williamsburg.

Description of the coverage:

Katie will be visiting the destination with her husband and two kids focusing on a family-friendly weekend getaway. She will then produce two videos to be posted to Instagram and TikTok along with an Instagram carousel post, and Instagram stories.

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

Social Media Outlets:

- Instagram: [@scrantonmom](#), 19.7K followers
- TikTok: [@scrantonmom](#), 82 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: Katie, Tim, Jack (7), and Emily (4) Barna

Room Information: one room, three beds

Dietary Restrictions: None

Transportation: None

DRAFT ITINERARY:

Date: May 17-20, 2024 (3 nights)

Friday, May 17:

- Lunch in Williamsburg – thought-provoking
- Afternoon activity in Williamsburg – kid-friendly activity
- Dinner in Williamsburg – chef-driven

Saturday, May 18:

- Breakfast in Williamsburg – pancake house
- Morning activity in James City County – history, culture
- Lunch in Williamsburg – pizza
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – historic

Sunday, May 19:

- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – kid-friendly activity
- Lunch in Yorktown – unique to the area
- Afternoon in James City County – amusement park

Monday, May 20:

- Breakfast in Williamsburg – unique to the area
- Morning departure

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