



**Social Media Influencer Familiarization Tour
Lauren Stites ~ @wildkidswander**



Dates: August 17 - 20, 2024 (3 nights)
Number in Group: One adult, two children
Name: Lauren, Liam (14), and Bailey (11) Stites
Topic: Come for the history, stay for the fun

Participation Deadline: July 31, 2024

Description of the Influencer:

Lauren is a content creator based outside of Philadelphia, Pennsylvania. Her and her family love exploring the great outdoors, big cities, historical places, and everywhere in between. Lauren created Where the Wild Kids Wander to share family-friendly travel ideas and adventures to inspire others.

Description of the coverage:

Lauren will visit the destination with her two children to highlight the history and fun our destination has to offer.

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

Social Media Outlets:

- Instagram: [@wildkidswander](https://www.instagram.com/wildkidswander), 78.2K followers
- TikTok: [@wildkidswander](https://www.tiktok.com/@wildkidswander), 4.6K 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: Lauren, Liam (14), and Bailey (11) Stites

Room Information: Two queen beds or three separate sleeping surfaces

Dietary Restrictions: None

Transportation: Personal Car

DRAFT ITINERARY:

Date: August 17 - 20, 2024

Saturday, August 17:

- Lunch in Williamsburg – Italian
- Afternoon activity in James City County – outdoor adventure
- Dinner in Williamsburg – historic
- Evening activity in Williamsburg - haunting

Sunday, August 18:

- Morning activity in Yorktown – history, museum
- Lunch in Yorktown – locally-owned
- Afternoon activity in Yorktown – outdoor adventure
- Afternoon activity in Yorktown – history, tour
- Dinner in Yorktown – unique to the area

Monday, August 19:

- Breakfast in Williamsburg – café
- Morning activity in James City County – history, culture
- Lunch in James City County –
- Afternoon activity in James City County – nautical
- Dinner in Williamsburg – Barbeque
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Tuesday, August 20:

- Early morning departure

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