



Social Media Influencer Familiarization Tour
Leah Seeling ~ @mdfunfam



Dates: November 5 – 9, 2024 (4 nights)

Number in Group: Two adults, two children

Name: Leah, Eric, Parker (12), Emma (10), and Nash (8) Seeling

Topic: Hands-on, kid-friendly activities

Participation Deadline: October 15, 2024

Description of the Influencer:

The mom of a Maryland-based family of five, Leah prides herself on sharing top East Coast road trip destinations that are easily accessible from the Baltimore area, where most of her audience is from.

Description of the coverage:

Leah will visit the destination with her family and focus on hands-on, kid-friendly activities.

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

Social Media Outlets:

- Instagram: [@mdfunfam](https://www.instagram.com/mdfunfam), 146K 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: Leah, Eric, Parker (12), Emma (10), and Nash (8) Seeling

Room Information: One to two rooms and three beds

Dietary Restrictions: None

Transportation: Own car

DRAFT ITINERARY:

Date: November 5 – 9, 2024

Tuesday, November 5:

- Afternoon activity in James City County – nautical tour
- Dinner in Williamsburg – unique to the area

Wednesday, November 6:

- Breakfast in Williamsburg – pancake house
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – hands on activities
- Dinner in Williamsburg – tavern

Thursday, November 7:

- Breakfast in Yorktown - coastal
- Morning activity in Yorktown – tea event
- Lunch in Yorktown - seafood
- Afternoon activity in Yorktown – family fun activity
- Dinner in Williamsburg – chef-driven

Friday, November 8:

- Breakfast in Williamsburg – kid-friendly
- Morning activity in James City County – history, culture
- Lunch in Williamsburg – BBQ
- Afternoon activity in Williamsburg – outdoor recreation

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