



**Social Media Influencer Familiarization Tour
Mallory Ervin ~ @malloryervin**



Dates: November 29 - December 2, 2023 (3 nights)

Number in Group: Three adults and three children

Name: Mallory Ervin, Rosie McGrady, Kyle, Ford (5), Shepherd (4), and Sunday (1), Dimeola

Topic: Getting in the holiday spirit in Williamsburg

Participation Deadline: November 15, 2023

Description of the Influencer:

Based in Nashville, Tennessee, Mallory Ervin is a former entertainer and beauty pageant titleholder from Kentucky (Miss Kentucky '09 and 4th runner-up to Miss America '10) and three-time contestant on The Amazing Race. With over 1M followers across channels, today she uses her social media platforms for impact and to share her latest lifestyle finds, the reality of motherhood, fashion and beauty tips, family vacations, and more.

Description of the coverage:

Mallory will be visiting the destination with her family to experience the family-friendly holiday activities our destination has to offer.

Media Outlet(s): YouTube Short, Instagram reel, carousel, and stories

Social Media Outlets:

- Instagram: [@malloryervin](https://www.instagram.com/malloryervin), 976K followers
- YouTube: [@malloryervin](https://www.youtube.com/malloryervin), 144K subscribers

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: Mallory Ervin, Rosie McGrady, Kyle, Ford, Shepherd, and Sunday, Dimeola

Room Information: Three adjoining rooms/suite

Dietary Restrictions: None

Transportation: Rental Car

- Day 1: Overnight hotel accommodations, dinner
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, holiday activity, magic show
- Day 3: Overnight hotel accommodations, breakfast, lunch, holiday activity, amusement park
- Day 4: Breakfast, departure

DRAFT ITINERARY:

Date: November 29 - December 2, 2023 (3 nights)

Wednesday, November 29:

- Dinner in Williamsburg – family-friendly

Thursday, November 30:

- Breakfast in Williamsburg - bistro
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – holiday activity
- Dinner in Williamsburg – Italian
- Evening activity in Williamsburg – magic show

Friday, December 1:

- Breakfast in James City County – unique to the area
- Morning activity in Williamsburg – holiday activity
- Lunch in Williamsburg – American cuisine
- Afternoon activity in Williamsburg – amusement park
- Evening activity in Yorktown – holiday activity

Saturday, December 2:

- Breakfast in Williamsburg – pancake house
- Morning departure

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