



**Social Media Influencer Familiarization Tour**  
**Shanisse Palmer ~ @mommiesjade**



**Dates:** March 20 – 23, 2025 (3 nights)

**Number in Group:** Two adults and two children

**Name:** Shanisse Palmer, Christopher, Ella (5), and Royce (2) Lifton

**Topic:** A Family Travel Vlog

**Participation Deadline:** March 12, 2025

**Description of the Influencer:**

Shanisse is a family travel creator and storyteller who shares real and engaging experiences through the eyes of her two toddlers. Her content brings humor, authenticity, and cultural influence, helping parents discover stress-free and exciting destinations perfect for young kids.

**Description of the coverage:**

Her content will include engaging storytelling, relatable mom insights, and practical tips that will inspire other families to see why Williamsburg should be their next getaway.

**Media Outlet(s):** TikTok, Instagram Carousel post, reel, stories, and a blog post

**Social Media Outlets:**

- Instagram: [@mommiesjade](#), 54.3K followers
- TikTok: [@mommiesjade](#), 286K 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:** Shanisse Palmer, Christopher, Ella, and Royce Lifton

**Room Information:** One room, two beds

**Dietary Restrictions:** Shell Fish

**Transportation:** Own Car

**DRAFT ITINERARY:**

**Date:** March 20 – 23, 2025 (3 nights)

**Thursday, March 20:**

- Early afternoon arrival
- Lunch in Williamsburg – American fare
- Afternoon activity in Williamsburg – indoor water park
- Dinner in Williamsburg – French bistro

**Friday, March 21:**

- Breakfast in Williamsburg – pancake house
- Morning activity in Williamsburg – kid-friendly craft
- Lunch in Williamsburg – retro diner
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – tavern

**Saturday, March 22:**

- Breakfast in Williamsburg – unique to the area
- Morning activity in James City County – history, culture
- Early afternoon activity in York County – kid-friendly
- Lunch in York County – kid-friendly
- Afternoon activity in James City County – amusement park
- Dinner in Williamsburg – Italian

**Saturday, March 23:**

- Morning activity in Williamsburg – unique activity
- Morning departure

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