



Social Media Influencer Familiarization Tour
Nancy Weiss ~ @a.two.drink.minimum



Dates: October 8 – 11, 2024 (3 nights)

Number in Group: Two adults, two children

Name: Nancy Weiss, Brittany Bauer, Emilea Bauer (9), and Evelyn Beauer (6)

Topic: Multi-generational trip

Participation Deadline: September 13, 2024

Description of the Influencer:

Nancy is a fashion and lifestyle blogger. She believes women should have fun with style, no matter their age -- so she shared style ideas and inspiration, beauty tips, receipts, and activities to do with grandchildren.

Description of the coverage:

Nancy will visit the destination with her daughter and two granddaughters for a multi-gen trip.

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

Social Media Outlets:

- Instagram: [@a.two.drink.minimum](https://www.instagram.com/a.two.drink.minimum), 40.1K 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: Nancy Weiss, Brittany Bauer, Emilea Bauer, and Evelyn Beauer

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Rental car

DRAFT ITINERARY:

Date: October 8 – 11, 2024

Tuesday, October 8:

- Afternoon activity in Williamsburg – kid-friendly tour
- Dinner in Williamsburg – tavern

Wednesday, October 9:

- Breakfast in Williamsburg – bistro
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg Williamsburg – magic show
- Afternoon activity in Williamsburg – kid-friendly activity
- Dinner in Williamsburg – eat and play

Thursday, October 10:

- Breakfast in Williamsburg – chef-driven
- Morning activity in James City County – history, culture
- Lunch in Yorktown – locally-owned
- Afternoon activity in Yorktown - nautical
- Afternoon activity in James City County – amusement park

Friday, October 11:

- Breakfast in James City County – unique to the area
- Morning departure

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