



**Social Media Influencer Familiarization Tour  
Rachel Bires ~ @rach.bires**



**Dates:** August 6 – 9, 2024 (3 nights)

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

**Name:** Rachael Bires, Ian, Jacob (4), and Madeline (1) Schnieder

**Topic:** 40<sup>th</sup> Birthday celebration in Williamsburg

**Participation Deadline:** July 26, 2024

**Description of the Influencer:**

Rachel Bires is a photographer and social media consultant, manager, and content creator in Westchester County, NY and New York City. As a photographer, she specializes in hospitality, travel, and lifestyle photography. As a social media content creator, consultant, and manager, she has 10 years' experience working with small local businesses to help them maximize their visibility, brand awareness, and customer loyalty through eye-catching content (photo and video) that properly tells the story of the business and encapsulates the quality and experience that their customers can expect.

**Description of the coverage:**

Rachel will visit the destination with her husband and two children to highlight why she and others should visit Williamsburg to celebrate their birthday.

**Media Outlet(s):** WilliamsBLOG, High-res images, Instagram reel, carousel post, and stories

**Social Media Outlets:**

- Instagram: [@rach.bires](https://www.instagram.com/rach.bires), 65.7K 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:** Rachael Bires, Ian, Jacob (4), and Madeline (1) Schnieder

**Room Information:** One king bed and one crib

**Dietary Restrictions:** None

**Transportation:** Rental Car

**DRAFT ITINERARY:**

**Date:** August 6 – 9, 2024

**Tuesday, August 6:**

- Evening arrival

**Wednesday, August 7:**

- Breakfast in James City County – café
- Morning activity in Williamsburg – culture, history
- Lunch in Williamsburg – unique to the area
- Afternoon in James City County – history, culture
- Dinner in Williamsburg – Indian cuisine

**Thursday, August 8:**

- Breakfast in Williamsburg – café
- Activity in James City County – amusement park
- Dinner in Williamsburg - Italian

**Friday, August 9:**

- Breakfast in Williamsburg – locally owned
- Morning activity in Yorktown – family friendly

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