

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Robin LaMonte ~ @robinlamonte



Dates: June 10 - 13, 2024 (3 nights)

Number in Group: Two adults

Name: Robin and Samantha LaMonte

Topic: Discovering Williamsburg's Style

Participation Deadline: May 1, 2024

Description of the Influencer:

Robin splits her time between Atlanta and Utah. She's an accomplished interior designer who writes a blog about fashion, wellness, beauty, travel, and home for women 50+.

Description of the coverage:

Robin will be visiting the destination with her daughter Samantha discovering Williamsburg's style, both the charming scenery/architecture aspects and any unique shopping experiences. She will then produce one WilliamsBLOG, one Instagram Reel, one Instagram carousel post, and Instagram stories.

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

Social Media Outlets:

- Instagram: [@robinlamonte](https://www.instagram.com/robinlamonte), 120K 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: Robin and Samantha LaMonte

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Rental Car

DRAFT ITINERARY:

Date: June 10 - 13, 2024

Monday, June 10:

- Late afternoon arrival
- Afternoon activity in Williamsburg – tasting
- Dinner in Williamsburg – chef-driven

Tuesday, June 11:

- Breakfast in Williamsburg – upscale
- Morning activity in Jamestown – history, tour
- Lunch in Yorktown – locally-owned
- Afternoon activity in Yorktown – nautical
- Dinner in Williamsburg – chef-driven

Wednesday, June 12:

- Breakfast in Williamsburg – bistro
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – unique to the area
- Afternoon activity in Williamsburg – history, tour
- Dinner in Williamsburg – locally-owned

Thursday, June 13:

- Morning activity in James City County – garden, walk
- Morning brunch in James City County – café
- Early afternoon departure

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