

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Stormy Evans ~ @_Stormyblue



Dates: May 13-16, 2024 (3 nights)

Number in Group: Two adults

Name: Stormy Evans and one guest

Topic: Showcasing the food scene in Williamsburg

Participation Deadline: April 12, 2024

Description of the Influencer:

Based in the Norfolk area, Stormy recently retired from the Navy and enjoys adventuring and vlogging her way around the state of VA (particularly trying new restaurants).

Description of the coverage:

Stormy will be visiting the destination focusing on an itinerary vlog, what she ate in Williamsburg, and highlighting exciting attractions in the destination. She will then produce two videos to be posted to Instagram and TikTok along with an Instagram carousel post, and Instagram stories.

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

Social Media Outlets:

- Instagram: [@_stormyblue](#), 105K followers
- TikTok: [@stormybluee](#), 53.6K 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: Stormy Evans and one guest

Room Information: Two beds if possible

Dietary Restrictions: None

Transportation: None

DRAFT ITINERARY:

Date: May 13-16, 2024 (3 nights)

Monday, May 13:

- Lunch in Williamsburg – Italian cuisine
- Afternoon activity in James City County – outdoor recreation
- Dinner in Williamsburg – Barbeque

Tuesday, May 14:

- Morning activity in James City County – outdoor recreation
- Morning activity in James City County – history, tour
- Lunch in James City County – unique to the area
- Afternoon activity in Williamsburg – craft beverage
- Dinner in Williamsburg – chef-driven

Wednesday, May 15:

- Breakfast in Williamsburg – bistro
- Morning activity in Williamsburg – history, tour
- Lunch in Williamsburg – pub
- Afternoon activity in Williamsburg – craft beverage
- Afternoon activity in Williamsburg - recreation
- Dinner in Williamsburg – locally-owned

Thursday, May 16:

- Breakfast in Williamsburg – Instagramable
- Morning activity in Yorktown – history, tour
- Lunch in Yorktown – seafood
- Afternoon activity in Williamsburg – amusement

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