

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**Social Media Influencer Familiarization Tour**  
**Sudipa Das ~ @travelwithsudipa**



**Dates:** June 21 - 24, 2024 (3 nights)

**Number in Group:** Two adults, one child

**Name:** Sudipa, Raghavendra, Riyansh (10) Das

**Topic:** Soaking up the Sun in Williamsburg

**Participation Deadline:** May 17, 2024

**Description of the Influencer:**

Based in New Jersey, Sudipa pulls in followers from two of our target markets: New York and Pennsylvania. Her son is 10 years old and she enjoys sharing attainable travel experiences via weekend and family-friendly getaways.

**Description of the coverage:**

Sudipa will visit the destination with her husband and son focusing on outdoor family-friendly fun in Williamsburg.. She will then produce two videos to be posted on Instagram, TikTok, and YouTube Shorts, one Instagram carousel post, and Instagram stories.

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

**Social Media Outlets:**

- Instagram: [@travelwithsudipa](https://www.instagram.com/travelwithsudipa), 245K followers
- TikTok: [@travelwithsudipa](https://www.tiktok.com/@travelwithsudipa), 170.8K followers
- YouTube: [@travelwithsudipa](https://www.youtube.com/@travelwithsudipa), 2.16K 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:** Sudipa, Raghabendra, Riyansh (10) Das

**Room Information:** Two beds

**Dietary Restrictions:** No beef or pork

**Transportation:** Rental Car

**DRAFT ITINERARY:**

**Date:** June 21 - 24, 2024

**Friday, June 21:**

- Afternoon activity in James City County – amusement park
- Evening activity in Williamsburg – outdoor concert
- Dinner in Williamsburg – Indian cuisine

**Saturday, June 22:**

- Breakfast in Williamsburg – unique to the area
- Morning activity in James City County – air tour
- Morning activity in James City County – outdoor hike
- Lunch in Williamsburg – French cuisine
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – historic, unique

**Sunday, June 23:**

- Breakfast in Yorktown – historic, unique
- Morning activity in Yorktown – history tour
- Lunch in Yorktown – locally-owned
- Afternoon activity in Yorktown – outdoor fun
- Dinner in Yorktown – seafood
- Evening activity in Yorktown – nautical

**Monday, June 24:**

- Breakfast in Williamsburg – café
- Morning activity in James City County – history, culture
- Lunch in James City County – tapas
- Afternoon activity in James City County – outdoor recreation
- Late afternoon departure

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