



Social Media Influencer Familiarization Tour
Taryn Newton ~ @tarynnewton



Dates: December 15 - 18, 2023 (3 nights)

Number in Group: Two adults and two children

Name: Taryn, Rick, Cameron (16), and Calvin (9) Newton

Topic: A family vacation to Williamsburg: holiday edition

Participation Deadline: November 26, 2023

Description of the Influencer:

Taryn is the mom of five kids: Cameron, Calvin, Cyrus, Cash, and Cecelia, wife to Rick and dog mom to Conan and Casper. Since she started her blog in April 2016, she's transformed her platform to be a true representation of everything she loves and stands for. As her platforms have grown, she primarily focuses on lifestyle, family, home, style, and travel content.

Description of the coverage:

Taryn will be visiting the destination with her husband and two eldest children to experience the family-fun holiday activities our destination has to offer.

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

Social Media Outlets:

- Instagram: [@tarynnewton](https://www.instagram.com/tarynnewton), 815 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: Taryn, Rick, Cameron, and Calvin Newton

Room Information: Two rooms, three beds

Dietary Restrictions: None

Transportation: Rental Car

- Day 1: Overnight hotel accommodations, dinner, indoor competitive activity
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, university tour, holiday activity
- Day 3: Overnight hotel accommodations, breakfast, lunch, indoor family activity, amusement park
- Day 4: Breakfast, lunch, history, museum, departure

DRAFT ITINERARY:

Date: December 15 - 18, 2023 (3 nights)

Friday, December 15:

- Evening activity in Williamsburg – indoor competitive activity
- Dinner in Williamsburg – locally owned

Saturday, December 16:

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

Sunday, December 17:

- Breakfast in Williamsburg – local café
- Morning activity in James City County – indoor family activity
- Lunch in James City County – Italian cuisine
- Afternoon activity in James City County – indoor family activity
- Evening activity in James City County – amusement park

Monday, December 18:

- Breakfast in Williamsburg – pancake house
- Morning activity in Yorktown – history, museum
- Lunch in Yorktown – unique to the area
- Afternoon departure

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