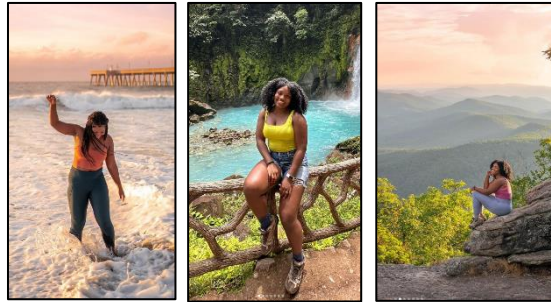




Social Media Influencer Familiarization Tour
Tee George ~ @_asipoftee_



Dates: May 6-10, 2024 (4 days)

Number in Group: Two adults

Name: Tee George and Justin Williams

Topic: Wellness activities to do in Williamsburg

Participation Deadline: April 5, 2024

Description of the Influencer:

Tee is passionate about diversifying the outdoors and showcasing beautiful places throughout the Southeast. She doesn't hold back on the details so you can know exactly what to expect when you plan your trip. So sit back, have a sip of Tee (or coffee), and explore with her.

Description of the coverage:

Tee will create five videos focusing on wellness activities, unique things to do, best hikes, fun date ideas, and a guide to Williamsburg while in the destination.

Media Outlet(s): TikTok and Instagram reel

Social Media Outlets:

- Instagram: [@_asipoftee_](#), 237K followers
- TikTok: [@_asipoftee_](#), 148K 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: Tee George and Justin Williams

Room Information: One room, king bed

Dietary Restrictions: Does not eat beef or pork

Transportation: Rental Car

DRAFT ITINERARY:

Date: May 6-10, 2024 (4 days)

Monday, May 6:

- Afternoon arrival
- Afternoon activity in Williamsburg – hike
- Dinner in Williamsburg – Italian

Tuesday, May 7:

- Breakfast in Yorktown – historic, unique
- Morning activity in Yorktown – nautical
- Lunch in Yorktown – Pub
- Afternoon activity in Yorktown – water activity
- Afternoon activity in Yorktown – adventurous
- Dinner in Williamsburg – locally-owned

Wednesday, May 8:

- Morning activity in James City County – hike
- Morning activity in James City County – air tour
- Lunch in James City County – unique to the area
- Afternoon activity in James City County – historic
- Dinner in James City County – tapas
- Evening activity in James City County – nautical

Thursday, May 9:

- Breakfast in Williamsburg – café
- Morning activity in Williamsburg – spa, wellness
- Lunch in Williamsburg – sushi
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – chef-driven

Friday, May 10:

- Morning activity in Williamsburg – sunrise, hike
- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – outdoor recreation
- Lunch in Williamsburg – unique to the area
- Afternoon departure

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