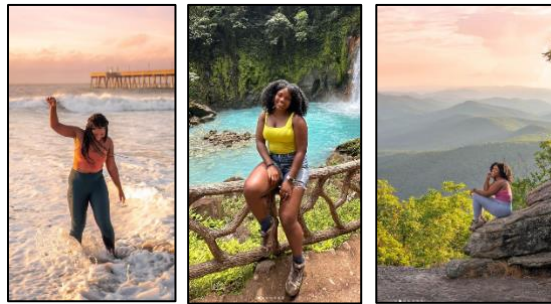




Social Media Influencer Familiarization Tour
Tee George ~ @_asipoftee_



Dates: October 9-13, 2023 (4 days)

Number in Group: Two adults

Name: Tee George and Justin Williams

Topic: Outdoorsy things to do in Williamsburg

Participation Deadline: September 29, 2023

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 focus on outdoor adventures in the Williamsburg area. She will then produce one TikTok video, Instagram reel, one carousel post, stories, and one blog post for Visit Williamsburg.

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

Social Media Outlets:

- Instagram: [@_asipoftee_](#), 172K followers
- TikTok: [@_asipoftee_](#), 1433.7K 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 be 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

- Day 1: Overnight hotel accommodations,
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, outdoor recreation, watercraft, craft beverage
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, outdoor recreation, hiking, nautical
- Day 4: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, food tour, craft beverage
- Day 5: Departure

DRAFT ITINERARY:

Date: October 9-13, 2023 (4 days)

Monday, October 9:

- Evening arrival

Tuesday, October 10:

- Morning activity in Williamsburg – outdoor recreation, watercraft
- Lunch in Williamsburg – American fare
- Afternoon activity in James City County – outdoor recreation
- Afternoon activity in James City County – craft beverage
- Dinner in Williamsburg – seafood

Wednesday, October 11:

- Breakfast in James City County – locally-owned café
- Morning activity in Williamsburg – outdoor recreation, hiking
- Lunch in Williamsburg – locally owned
- Afternoon activity in Yorktown – nautical
- Dinner in Williamsburg – Indian cuisine

Thursday, October 12:

- Breakfast in Williamsburg – bakery
- Morning activity in Williamsburg – history, culture
- Afternoon activity in Williamsburg – food tour
- Afternoon activity in Williamsburg – craft beverage
- Dinner in Williamsburg – unique to the area

Friday, October 13:

- Morning departure

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