



Social Media Influencer Familiarization Tour
Liz Thomson ~ @vafoodie



Dates: February 27 – March 1, 2025 (2 nights)

Number in Group: Three Adults

Name: Liz Thomas and Annie Doherty

Topic: Foodie Girls' Trip, 48 Hours in Williamsburg

Participation Deadline: February 18, 2025

Description of the Influencer:

Liz Thomson is the foodie behind Virginia Foodie. She loves exploring the incredible food scene across the state and loves having a space to share all about local food.

Description of the coverage:

A food and travel feature highlighting Williamsburg's culinary scene through a Girls' Trip theme. Content will include a city guide-style approach (48 Hours in Williamsburg).

Media Outlet(s): Instagram Carousel post, reel, stories, and high-resolution images and video clips

Social Media Outlets:

- Instagram: [@vafoodie](https://www.instagram.com/vafoodie), 51.3K 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: Liz Thomas and Annie Doherty

Room Information: One room, two beds

Dietary Restrictions: Gluten-Free and Vegetarian Restaurants

Transportation: Own Car

DRAFT ITINERARY:

Date: February 27 – March 1, 2025 (2 nights)

Thursday, February 27:

- Afternoon arrival
- Afternoon activity in James City County – outdoor recreation
- Dinner in Williamsburg – vegan and gluten-free menu items

Friday, February 28:

- Breakfast in Yorktown – vegan and gluten-free menu items
- Morning activity in Yorktown – history, culture
- Lunch in Williamsburg – vegan and gluten-free menu items
- Afternoon activity in Williamsburg – Rejuvenating activity
- Dinner in Williamsburg – vegan and gluten-free menu items

Saturday, March 1:

- Breakfast in Williamsburg – vegan and gluten-free menu items
- Morning departure

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