



**Social Media Influencer Familiarization Tour
Valerie Moore ~ @notboredindc**



Dates: September 10 – 14, 2024 (4 nights)
Number in Group: Two adults
Name: Valerie Moore and Nicholas Zanetti
Topic: Amtrak journey to a historic getaway

Participation Deadline: August 20, 2024

Description of the Influencer:

Valerie's content covers all aspects of living and enjoying life in and around Washington, DC. It spotlights the area's lesser-known things to do, off the beaten path restaurants, and forgotten history. Her audience is very interested in history-focused activities.

Description of the coverage:

Valerie's content will focus on an Amtrak journey to a historic getaway, things you did not know you could do in Williamsburg, and Spooky adventure.

Media Outlet(s): WilliamsBLOG, TikTok Videos, Instagram reels, and stories

Social Media Outlets:

- Instagram: [@notboredindc](#), 24.9K followers
- TikTok: [@notboredindc](#), 8.9K 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: Valerie Moore and Nicholas Zanetti

Room Information: One room

Dietary Restrictions: Gluten Intolerant

Transportation: Amtrak and rental car

DRAFT ITINERARY:

Date: September 10 – 14, 2024

Tuesday, September 10:

- Afternoon activity in Williamsburg – adult class
- Dinner in James City County – gluten free options available
- Evening activity in James City County – ghost tour

Wednesday, September 11:

- Morning activity in Yorktown – history, culture
- Lunch in Yorktown – historic, unique
- Afternoon activity in Yorktown – history, tour
- Dinner in Yorktown – gluten free options available
- Evening activity in Yorktown – ghost tour

Thursday, September 12:

- Morning activity in James City County – outdoor activity
- Lunch in Williamsburg – pub
- Afternoon activity in Williamsburg – history, tour
- Dinner in Williamsburg – unique to the area
- Evening activity in Williamsburg – ghost tour

Friday, September 13:

- Morning activity in James City County – history, tour
- Lunch in James City County – gluten free options available
- Afternoon activity in Williamsburg – musical museum
- Dinner in Williamsburg – Italian
- Evening activity in Williamsburg – cry witch
- Evening activity in James City County – amusement park

Saturday, September 14:

- Morning activity in James City County – outdoor adventure

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