

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

**Social Media Influencer Familiarization Tour
Winter Group Trip to Williamsburg**



Dates: December 4 – 7, 2024 (3 nights)

Number in Group: Four adults

Names: Alison Gary, Rhoda Vickers, Robin LaMonte, and Tonya Parker

Topic: Winter Group Trip to Williamsburg

Participation Deadline: November 5, 2024

Description of the Influencers:

Alison Gary, Rhoda Vickers, Robin LaMonte, and Tonya Parker are a group of influencers who blend their love for travel with their passion for fashion.

Description of the coverage:

Four women will visit the destination for a winter holiday getaway, and they will each showcase their experiences on Instagram.

Media Outlet(s): In-feed Instagram posts and stories

Social Media Outlets:

- Instagram: [Alison Gary](#), 30.4K followers
- Instagram: [Rhoda Vickers](#), 331 followers (her account was recently hacked)
- Instagram: [Robin LaMonte](#), 133K followers
- Instagram: [Tonya Parker](#), 13.1K 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 Travelers: Shannon Mann, Gwen Gottlieb, Lisa Cooper, Lisa Tamagini, Isabella Thorp, and Jo Placencio

Room Information: Four bedrooms, each with king beds.

Dietary Restrictions: Tonya is is pescatarian

Transportation: Rental car

DRAFT ITINERARY:

Date: December 4 – 7, 2024

Wednesday, December 4:

- Late afternoon arrival
- Dinner in Williamsburg – unique to the area
- Evening activity in James City County– holiday show

Thursday, December 5:

- Breakfast in Williamsburg – café
- Morning activity in Williamsburg – shopping
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg –history, culture
- Dinner in Williamsburg – chef-driven
- Evening activity in Williamsburg – holiday activity

Friday, December 6:

- Breakfast in Williamsburg – eclectic
- Morning activity in Williamsburg – holiday activity
- Afternoon activity in Williamsburg – wine tasting
- Dinner in Williamsburg – chef-driven
- Evening activity in Yorktown – holiday activity

Saturday, December 7:

- Breakfast in Williamsburg – café
- Morning departure

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