

**Travel Journalist Familiarization Tour**  
**Yasmine Coleman, Parade.com**



**Dates:** March 25-29, 2024 (4 nights)

**Number in Group:** Two adults, three children

**Names:** Yasmine, DaVonn, Ace, Axl, and Lavender Coleman

**Topics:** Your Family-Friendly Guide to Williamsburg

**Participation Deadline:** February 26, 2024

**Description of the Journalist:**

A pop-culture enthusiast with a love for stringing words together, Yasmine is a Trending News Writer/Editor at Parade, covering lifestyle, entertainment, viral news, and celebrity content.

**Description of the coverage:**

This Historic City Is the Perfect Getaway for All Ages, Williamsburg: The Historic Destination with Something for Everyone, Your Family-Friendly Guide to Williamsburg.

**Media Outlet(s):**

Parade.com focuses on what is trending at the intersection of pop culture and lifestyle while offering our curious, active, and inspired audience easy wins that help make everyday POP! Average Monthly Unique Visitors = Dec. 39.8 million UV / Jan. 37.2 million UV

**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(s):** Yasmine, DaVonn, Ace (5), Axl (3), and Lavender Coleman (1)

**Room Information:** One hotel room/suite to accommodate five guests

**Dietary Restrictions:** One person is a vegetarian

**Transportation:** Personal vehicle

## **DRAFT ITINERARY:**

**Dates:** March 25-29, 2024 (4 nights)

### **Monday, March 25:**

- Afternoon activity in Williamsburg – indoor water park
- Dinner in Williamsburg – family-friendly

### **Tuesday, March 26:**

- Breakfast in Williamsburg – French bistro
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – family entertainment center
- Dinner in Williamsburg – Italian cuisine

### **Wednesday, March 27:**

- Breakfast in Williamsburg – diner
- Morning activity in Williamsburg – outdoor kid-friendly activity
- Morning activity in Williamsburg – shopping
- Lunch in Williamsburg – café
- Afternoon activity in Williamsburg – indoor kid-friendly activity
- Dinner in Williamsburg – chef-driven

### **Thursday, March 28**

- Breakfast in Williamsburg – pancake house
- Morning activity in James City County – history
- Lunch in James City County – locally owned
- Afternoon activity in Yorktown – museum
- Dinner in Yorktown – waterfront view

### **Friday, March 29**

- Breakfast in Williamsburg – pancake house
- Morning activity James City County – outdoor recreation

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