

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Yatzuri Thomas ~ @kidsquarantineandme



Dates: June 17 – 21, 2024 (4 nights)

Number in Group: Two adults, three children

Name: Yatzuri, Blair, Mia (10), Myles (7), and Maxine (2) Thomas

Topic: Must-Do Activities in Williamsburg

Participation Deadline: May 17, 2024

Description of the Influencer:

Yatzuri is a Northern VA mom to three kids who are ages 10, 7, and 2. She uses her blog to inspire families to get out and have adventures in the great outdoors with their kids.

Description of the coverage:

Yatzuri will visit the destination with her husband and three children focusing on family Juneteenth activities, free things to do in the area, and adventure activities in the destination. She will then produce one WilliamsBLOG, two videos to be posted on Instagram and TikTok, and Instagram stories.

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

Social Media Outlets:

- Instagram: [@kidsquarantineandme](https://www.instagram.com/kidsquarantineandme), 49.1K followers
- TikTok: [@kidsquarantineandme](https://www.tiktok.com/@kidsquarantineandme), 20.5K 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: Yatzuri, Blari, Mia (10), Myles (7), and Maxine (2) Thomas

Room Information: Three beds

Dietary Restrictions: None

Transportation: Rental Car

DRAFT ITINERARY:

Date: June 17 – 21, 2024

Monday, June 17:

- Morning activity in James City County – outdoor adventure
- Afternoon activity in James City County – outdoor recreation
- Afternoon activity in James City County – family fun adventure
- Dinner in Williamsburg – Italian cuisine

Tuesday, June 18:

- Morning activity in James City County – air tour
- Morning activity in Jams City County – history, culture
- Afternoon activity in James City County – water activity
- Dinner in Williamsburg – Barbeque

Wednesday, June 19:

- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – history, culture
- Afternoon activity in Williamsburg – Juneteenth activity
- Afternoon activity in Williamsburg – food tour
- Dinner in Williamsburg – Juneteenth dinner

Thursday, June 20:

- Breakfast in Williamsburg – pancake house
- Morning activity in Williamsburg – water recreation
- Afternoon activity in Yorktown – water recreation
- Dinner in Williamsburg – Mexican cuisine

Friday, June 21:

- Breakfast in Williamsburg – pancake house
- Morning activity in Williamsburg – outdoor recreation
- Afternoon activity in James City County – unique to the area

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