



Social Media Influencer Familiarization Tour
Zoe Johnson ~ @virginia.adventure.family



Dates: April 14 – 17, 2025 (3 nights)

Number in Group: Two adults and four children

Name: Zoe, Frank, Thad (9), Theo (7), Ella (4), and Gave (2) Johnson

Topic: Spring Family Trip to Williamsburg

Participation Deadline: March 26, 2025

Description of the Influencer:

Based in Northern VA, Zoe shares family-friendly things to do & places to visit, including outdoor adventures and indoor activities.

Description of the coverage:

Zoe will visit the destination with her husband and four kids, focusing on kid-friendly activities.

Media Outlet(s): Instagram reel and stories

Social Media Outlets:

- Instagram: [@virginia.adventure.family](https://www.instagram.com/virginia.adventure.family), 86.9K 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: Zoe, Frank, Thad (9), Theo (7), Ella (4), and Gave (2) Johnson

Room Information: Two to Three rooms and three beds

Dietary Restrictions: Nut Allergy

Transportation: Own Car

DRAFT ITINERARY:

Date: April 14 – 17, 2025 (3 nights)

Monday, April 14:

- Lunch in Williamsburg – barbeque
- Afternoon activity in Williamsburg – outdoor activity
- Dinner in Williamsburg – American

Tuesday, April 15:

- Morning activity in James City County – history, culture
- Lunch in Williamsburg – burger bar
- Afternoon activity in Williamsburg – indoor family activity
- Dinner in Williamsburg – Italian
- Evening activity in Williamsburg – magic show

Wednesday, April 16:

- Breakfast in Williamsburg – diner
- Morning activity in Williamsburg – play café
- Lunch in Williamsburg – locally owned
- Afternoon activity in Williamsburg – indoor water park
- Afternoon activity in Williamsburg – recreation
- Dinner in Williamsburg – dine and play restaurant

Thursday, April 17:

- Breakfast in Williamsburg – pancake house
- Morning activity in York County – history, culture
- Afternoon activity in James City County – amusement park
- Afternoon departure

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