



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



**Dates:** May 14-18, 2024 (4 nights)

**Number in Group:** Two adults and four children

**Name:** Zoe, Frank, Thad (8), Theo (6), Ella (4), and Gave (1) Johnson

**Topic:** Kid-friendly activities

**Participation Deadline:** April 5, 2024

**Description of the Influencer:**

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

**Description of the coverage:**

Zoe will be visiting the destination with her husband and four kids focusing on kid-friendly activities. She will then produce three videos to be posted to Instagram and TikTok along with Instagram stories.

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

**Social Media Outlets:**

- Instagram: [@virginia.adventure.family](https://www.instagram.com/virginia.adventure.family), 56.6K followers
- TikTok: [@vaadventurefam](https://www.tiktok.com/@vaadventurefam), 259 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 (8), Theo (6), Ella (4), and Gave (1) Johnson

**Room Information:** Three rooms, three beds

**Dietary Restrictions:** Nut allergy

**Transportation:** None

**DRAFT ITINERARY:**

**Date:** May 14-18, 2024 (4 nights)

**Tuesday, May 14:**

- Evening arrival

**Wednesday, May 15:**

- Breakfast in Williamsburg – kid-friendly
- Morning activity in Williamsburg – history
- Lunch in Williamsburg – retro
- Afternoon activity in Williamsburg – kid-friendly activity
- Dinner in Williamsburg – Italian

**Thursday, May 16:**

- Breakfast in Williamsburg – kid-friendly
- Morning activity in James City County – outdoor recreation
- Lunch in Williamsburg – Italian
- Afternoon activity in Williamsburg – amusement park

**Friday, May 17:**

- Breakfast in Williamsburg – kid-friendly
- Morning activity in Yorktown – nautical
- Lunch in Williamsburg – Bar-b-que
- Afternoon activity in Williamsburg – outdoor recreation
- Dinner in Williamsburg – locally-owned

**Saturday, May 18:**

- Breakfast in Williamsburg – pancake house
- Morning activity in James City County – family-friendly

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