Social Media Influencer Familiarization Tour
Michael Rodriquez ~ @homie_golf



Dates: November 5 - 8, 2026 (3 Nights)
Number in Group: Five adults
Name: Michael Rodriquez + four guests
Topic: Boys Golf Trip

Participation Deadline: October 10, 2026

Description of the Influencer:
Michael Rodriquez, aka “Homie Golf,” connects with a broad and engaged community of golfers, from beginners taking their first swing to seasoned players looking to refine their game. Based out of North Carolina, he is known for his authentic storytelling and relatable approach.

Description of the coverage:
Michael and his friends will visit the destination to showcase a boys' golf trip to Williamsburg.

M**edia Outlet(s):** Instagram reels and stories

Social Media Outlets:

- Instagram: @homie_golf, 54.2K 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: Michael Rodriquez + four guests
Room Information: Five beds
Dietary Restrictions: None
Transportation: Own Car

DRAFT ITINERARY:

Date: November 5 - 8, 2026 (3 Nights)

Thursday, November 5:

- Afternoon arrival

Friday, November 6:

- Morning activity in James City County – golf
- Dinner in Williamsburg – locally-owned

Saturday, November 7:

- Morning activity in Williamsburg – golf
- Dinner in Williamsburg – chef-driven

Sunday, November 8:

- Morning activity in Williamsburg – golf

Please forward offers to Daniela Owen.