Social Media Influencer Familiarization Tour
Joe Himali ~ @ bestaddress



Dates: July 19 – 23, 2026 (4 nights)
Number in Group: Two Adults
Name: Joe Himali + guest
Topic: History

Participation Deadline: July 10, 2026

Description of the Influencer:
Joe Himali is a raconteur and Realtor who fell in love with architecture, history and design while watching the PBS series This Old House in the 1980s. Now he uses 2020s technology to share his wealth of knowledge with hundreds of thousands of loyal followers.

Description of the coverage:
Joe's story angle is unlocking the living, breathing humanity inside history that most visitors walk right past. The goal is not just awareness: it is the irresistible feeling that you have to see this for yourself.

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

Social Media Outlets:

- Instagram: @bestaddress, 204K 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: Joe Himali + guest
Room Information: Two rooms
Dietary Restrictions: Non
Transportation: Own Car

DRAFT ITINERARY:

Date July 19 – 23, 2026 (4 nights)

Sunday, July 19:

- Late afternoon arrival
- Dinner in Williamsburg – locally-owned

Monday, July 20:

- Morning activity in James City County – history, tour
- Afternoon activity in James City County - museum
- Dinner in Williamsburg – Tavern

Tuesday, July 21:

- Morning activity in Williamsburg – history, tour
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – French Cuisine

Wednesday, July 22:

- Morning activity in Yorktown – history, tour
- Afternoon activity in Yorktown – museum
- Dinner in Williamsburg – Upscale dining

Thursday, July 23:

- Morning activity in Williamsburg – art, culture
- Late morning departure

Please forward offers to Daniela Owen.