

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Lexi Lawson ~ @lexilawson



Dates: June 12 – 15, 2026 (3 Nights)

Number in Group: Two Adults

Name: Lexi Lawson + One

Topic: History Has Its Eye on Williamsburg

Participation Deadline: May 1, 2026

Description of the Influencer:

Lexi Lawson is a Broadway performer and singer best known for her role as Eliza in the musical Hamilton. Her Instagram blends performance, lifestyle, and personal storytelling: Offering a behind-the-scenes look at life in theater alongside moments of travel, fashion, and everyday inspiration. Her presence is polished yet personable, balancing star power with relatability.

Description of the coverage:

History has its eyes on Williamsburg! This would be a personality-driven series connecting the “Hamilton” energy fans love with the real history of your destination, making the educational aspects pop on social media.

Media Outlet(s): Instagram reels and stories

Social Media Outlets:

- Instagram: [@lexilawson](https://www.instagram.com/lexilawson), 36.9K 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.

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Names of Travelers: Lexi Lawson + One

Room Information: One room, two beds

Dietary Restrictions: Allergic to shellfish and mushrooms. No red meat, fish, or pork.

Transportation: Rental Car

DRAFT ITINERARY:

Date: June 12 – 15, 2026 (3 Nights)

Friday, June 12:

- Early afternoon arrival
- Afternoon activity in James City County – history, tour
- Dinner in Williamsburg – tavern

Saturday, June 13:

- Morning activity in Williamsburg – air tour
- Morning activity in Yorktown – history, tour
- Lunch in Yorktown – historic
- Afternoon activity in Yorktown – history, culture
- Dinner in Yorktown – waterfront views

Sunday, June 14:

- Morning activity in Williamsburg – history, tour
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – Indian cuisine

Monday, June 15:

- Early departure

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