

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Megan Nichols ~ @nceatandplay



Dates: June 12 - 15 (3 Nights)

Number in Group: Two Adults & Four Kids

Name: Megan and Harrison Nichols + their children ages 7.5, 5, 1, and 1.

Topic: Family-Friendly Destination from North Carolina

Participation Deadline: May 1, 2026

Description of the Influencer:

Megan created this space to help locals discover great food and activities for sensible budgets and everyday play.

Description of the coverage:

Megan will showcase Williamsburg as a great family-friendly destination from North Carolina. Highlight the easy, quick drive and the fun activities the entire family will enjoy. An authentic, organic perspective from a North Carolina family who is excited to explore a new place.

Media Outlet(s): Instagram reels and stories

Social Media Outlets:

- Instagram: [@nceatandplay](https://www.instagram.com/nceatandplay), 379K 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: Megan and Harrison Nichols + their children ages 7.5, 5, 1, and 1.

Room Information: Suite with multiple rooms and two pack n plays

Dietary Restrictions: None

Transportation: Own Car

DRAFT ITINERARY:

Date: June 12 - 15 (3 Nights)

Friday, June 12:

- Afternoon activity in James City County – amusement park
- Dinner in Williamsburg – kid-friendly

Saturday, June 13:

- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – outdoor adventure
- Lunch in Williamsburg – BBQ
- Afternoon activity in Williamsburg – indoor kid-friendly
- Dinner in Williamsburg – American fare

Sunday, June 14:

- Breakfast in Williamsburg – pancake house
- Morning activity in Williamsburg – water activity
- Afternoon activity in Williamsburg – kid-friendly
- Dinner in Williamsburg – locally-owned

Monday, June 15:

- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – diner
- Noon departure

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