

Travel Journalist Familiarization Tour
Sherra Meyers, Southern Bride



Dates: March 14-17, 2024 (3 nights)

Number in Group: Two adults

Name: Sherra Meyers, plus an additional magazine contributor

Topics: Wedding Venues and Rehearsal Dinner locations

Participation Deadline: February 25, 2024

Description of the Journalist:

Sherra Meyers is a highly experienced professional in the wedding industry with over 30 years of experience. She has worked in diverse roles such as graphic design, catering, marketing, and event planning. Since 1999, Sherra has been co-owner and operator of Southern Bride Magazine and SouthernBride.com. She is also Southern Bride's travel editor, host of the Wedding Happy Hour Podcast, and the Event Producer and co-host of The Styled Challenge Mini-Series on Southern Bride's YouTube channel. Sherra's passion is to showcase destinations and wedding professionals in each local market.

Description of the coverage:

The article will focus on Williamsburg for destination weddings. It will highlight rehearsal dinner and wedding venues, as well as places to eat and sites to visit while in the region.

Media Outlet(s):

Southern Bride has been inspiring brides for over 32 years! We blend meaningful Southern traditions and current trends to create inspirational ideas for any bride-to-be. Southern Bride showcases creative, talented professionals to assist you in planning every detail of your wedding day, honeymoon, and new beginnings. Featuring real weddings and inspiration boards is the best way we know how to share what these imaginative individuals do best. We love to highlight wedding gown designers by sharing their runway looks with our dreamy fashion photo shoots, sharing their striking designs for every body type and for every setting.



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(s): Sherra Meyers, plus additional magazine contributor

Room Information: One hotel room with two beds, or two rooms if available

Dietary Restrictions: None

Transportation: Airfare, Rental car

DRAFT ITINERARY:

Dates: March 14-17, 2024 (3 nights)

Thursday, March 14

- Afternoon activity in Williamsburg – wedding venue tour
- Dinner in Williamsburg – rehearsal dinner location

Friday, March 15

- Morning activity in Williamsburg – wedding venue tour
- Morning activity in Williamsburg – wedding venue tour
- Lunch in James City County – rehearsal location
- Afternoon activity in James City County – wedding venue tour
- Afternoon activity in James City County – wedding venue tour
- Dinner in Williamsburg – rehearsal dinner location

Saturday, March 16

- Morning activity in Williamsburg – wedding venue tour
- Lunch in Yorktown – rehearsal location
- Afternoon activity in Yorktown – wedding venue tour
- Afternoon activity in Williamsburg – wedding venue tour
- Dinner in Williamsburg – rehearsal dinner location

Sunday, March 17

- Morning departure

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