

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Visit Williamsburg Influencer Familiarization Tour
Christine Andrew | Hello Fashion Blog



Dates: April 15-18, 2021 (3 nights)

Number in Group: Two adults and four children

Name: Christine Andrew, Cody Andrew (photographer), and children Mara (age 13), Weston (age 12), Cody (age 7), and Ollie (age 2)

Participation Deadline: April 5, 2021

Description of the Influencer:

Christine Andrew was born in Bogota, Colombia, and is now a resident of Salt Lake City, Utah with her husband and four children. She started her blog in December 2011 sharing stories about everything from family and travel to fashion, beauty, and home decor.

Description of the coverage:

Christine will highlight why Williamsburg is the perfect vacation destination for the whole family.

Media Outlet(s): Instagram posts, stories, videos, and blog post

Social Media Outlets:

- Website: [Hello Fashion](#)
- Instagram: [@christineandrew](#) 1.1M followers
- Pinterest: [@hellofashionblog.com](#) 145.6k followers
- Facebook: [@hellofashionblog](#) 172k followers
- Twitter: [@hellofashblog](#) 5k followers

NOTE ON LODGING & RESTAURANTS: 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. If you have any suggestions that are in-line with the criteria, please feel free to contact us with your ideas.

Room Information: Requesting two adjoining rooms or a suite with three beds (1 king bed and 2 double/queen beds)

Dietary Restrictions: Daughter is vegetarian

Transportation: Personal vehicle

- Day 1: Overnight hotel accommodations
- Day 2: Overnight hotel accommodations, breakfast, lunch, and dinner, outdoors, local attraction,
- Day 3: Overnight hotel accommodations, breakfast, lunch, and dinner, history, shopping
- Day 4: Departure

DRAFT ITINERARY:

Date: April 15-18 (3 nights)

Thursday, April 15:

- Late arrival

Friday, April 16:

- Activity in James City County – outdoor recreation, biking
- Lunch in James City County – locally-sourced
- Activity in Williamsburg – family-friendly, living-history
- Dinner in Williamsburg – unique to area

Saturday, April 17:

- Activity in Yorktown – outdoor recreation, shopping, history
- Lunch in Yorktown – unique and local
- Activity in James City County – theme park
- Dinner in James City County – unique to area

Sunday, April 18:

- Departure

Please forward offers to [Jill Pongonis](#) and cc: [Miranda Jarrell](#).