



**TikTok Influencer Familiarization Tour
Emily Hoang ~ @urnovafoodie**



Dates: November 10-13, 2022 (3 nights)

Number in Group: Two adults

Name: Emily Hoang and Brad Lowman

Topic: Five things to do in Williamsburg under \$50

Participation Deadline: October 27, 2022

Description of the Influencer:

Based in the NOVA area, Emily loves sharing her culinary experiences with the community.

Description of the coverage:

Emily will be documenting her experiences throughout the destination via the creation of three thematic videos for her TikTok.

Media Outlet(s): TikTok

Social Media Outlets:

- TikTok: @urnovafoodie, 21k 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 Traveler: Emily Hoang and Brad Lowman

Room Information: One room

Dietary Restrictions: None

Transportation: Personal car

- Day 1: Overnight hotel accommodations, lunch, dinner, air tour
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, recreational activity, craft beverage
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, festival, farm tour
- Day 4: Breakfast, lunch, history, culture, festival, Evening departure

DRAFT ITINERARY:

Date: November 10-13, 2022 (3 nights)

Thursday, November 10:

- Morning arrival
- Lunch in James City County – unique to area
- Afternoon Activity in Williamsburg – air tour
- Dinner in Williamsburg – French cuisine

Friday, November 11:

- Breakfast in James City County – unique to area
- Morning activity in James City County – history, culture
- Lunch in James City County - tapas
- Afternoon activity in Williamsburg – recreational activity
- Afternoon activity in Williamsburg – craft beverage
- Dinner in Williamsburg – locally-sourced seafood

Saturday, November 12:

- Morning activity in Yorktown – historic, unique
- Morning activity in Yorktown – maritime festival
- Lunch in Yorktown – Japanese cuisine
- Afternoon activity in James City County –farm tour
- Dinner in Williamsburg – unique to area

Sunday, November 13:

- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – Italian
- Afternoon activity in Williamsburg – festival
- Afternoon snack in Williamsburg – unique to area
- Evening departure

Please forward offers to [Daniela Owen](#) and cc: [Victoria Cimino](#).