



**Visit Williamsburg Promotional Opportunity**  
***Pets Welcome Here ~ Syndicated TV Show***



**Dates:** April 27-29, 2022 (2 nights)

**Number in Group:** Four adults

**Name:** David Zelski (host), Heather Eisenstadt (producer), and two cameramen (TBD)

**Topic:** Pet-friendly Williamsburg

**Participation Deadline:** April 1, 2022

**Description of the Media Outlet:**

[Pets Welcome Here](#) is America's leading syndicated pet travel TV show. It features amazing pet-friendly vacation destinations, adventures, hotels, businesses, and delectable dining options. The show is syndicated as a half-hour TV special that airs on the weekend between 7 a.m. and 12 p.m. in over 95 markets. *Pets Welcome Here* reaches approximately 2M viewers nationwide. The 2021 *Pets Welcome Here* show can be viewed [here](#).

**Description of the Coverage:**

The 7-minute segment will feature six to eight locations throughout the destination that cater to those traveling with pets. The piece will showcase pet-friendly attractions, accommodations, shopping, dining, and activities. Interviews with representatives from the filming locations may be requested.

**Approximate date of broadcast:** June - September 2022

## **ITINERARY-AT-A-GLANCE:**

**NOTE ON LODGING & RESTAURANTS:** Visit Williamsburg chooses certain lodgings, 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 suggestions that are in-line with the criteria, please feel free to contact us with your ideas.

**Room Information:** Four rooms, pet-friendly hotel (no pets lodging on this trip)

**Dietary Preference:** None

**Transportation:** Rental vehicle

- Day 1: Overnight hotel accommodations, pet-friendly activities
- Day 2: Overnight hotel accommodations, pet-friendly activities
- Day 3: Make-up shoot day, if needed

## **DRAFT ITINERARY:**

**Dates: April 27-29 (2 nights)**

### **Day 1 – Wednesday, April 27, 2022:**

- Filming in Williamsburg, James City County, and York County
  - o Filming from 2 - 8 p.m.
    - Pet-friendly locations to include accommodations, water activities, outdoor recreation, restaurants, breweries, sunset locations

### **Day 2 – Thursday, April 28, 2022:**

- Filming in Williamsburg, James City County, and York County
  - o Filming from 10 a.m. - 8 p.m.
    - Pet-friendly locations to include outdoor recreation, history, restaurants, shopping, water activities, sunset locations

### **Day 3 – Friday, April 29, 2022:**

- Make-up filming in Williamsburg, James City County, and York County, if needed
  - o Filming from 9 a.m. - 1 p.m.

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