



Social Media Influencer Familiarization Tour
Alyssa Fluellen ~ @alyssafluellen



Dates: December 13-18, 2022 (5 nights)

Number in Group: Two adults and three children

Name: Alyssa, Gerald, Hayden (7), Harper (3), Emmet (1) Fluellen

Topic: Family-friendly vacation in the holiday season in Williamsburg

Participation Deadline: November 21, 2022

Description of the Influencer:

Alyssa Fluellen shares relatable mom and family life content. By following along with them on social media, they want to “welcome you to the fam”.

Description of the coverage:

Alyssa will explore the area with her family during Christmas time and share her content on Instagram and TikTok.

Media Outlet(s): TikTok, Instagram reel, stories

Social Media Outlets:

- TikTok: @fluellenfam, 3.6M followers
- Instagram: @alyssafluellen, 761K 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: Alyssa, Gerald, Hayden, Harper, and Emmet Fluellen

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Rental Car

- Day 1: Overnight hotel accommodations
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, holiday activity, holiday spirit
- Day 3: Overnight hotel accommodations, breakfast lunch, dinner, theme park, outdoor recreation
- Day 4: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, theme park
- Day 5: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, festival
- Day 6: Morning departure. breakfast

DRAFT ITINERARY:

Date: December 13-18, 2022 (5 nights)

Tuesday, December 13:

- Evening arrival

Wednesday, December 14:

- Breakfast in Williamsburg – locally-owned
- Morning activity in James City County – holiday activity
- Lunch in James City County – unique
- Afternoon activity in Yorktown – holiday spirit
- Dinner in Williamsburg –unique to area

Thursday, December 15:

- Breakfast in Williamsburg – locally owned
- Morning activity in Williamsburg – theme park
- Lunch in Williamsburg – retro
- Afternoon activity in Williamsburg – ice skating
- Dinner in Williamsburg – chef-driven
- Evening activity in Williamsburg – live performance

Friday, December 16:

- Breakfast in Williamsburg – unique to area
- Morning activity in Williamsburg – art museum
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – theme park
- Dinner in Williamsburg: locally sourced seafood

Saturday, December 17:

- Breakfast in Williamsburg – locally owned
- Morning activity in Williamsburg – history, culture

- Lunch in Williamsburg – local, unique
- Afternoon activity in Williamsburg – festival, event
- Dinner in Williamsburg – historic, unique

Sunday, December 18:

- Breakfast in Williamsburg – unique to area
- Morning departure

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