



**Social Media Influencer Familiarization Tour
Christine Tran Ferguson ~ @tourdelust**



Dates: May 9 – 12, 2023 (4 nights)

Number in Group: Two adults and one child

Name: Christine Tran Ferguson, Hoa Diep, and Asher Ferguson

Topic: Multi-generational family trip

Participation Deadline: April 21, 2023

Description of the Influencer:

Christine is a travel and lifestyle blogger based in New York City with a knack for creative storytelling and colorful content. Her blog, *Tour de Lust*, began as a travel blog where she captured her adventures abroad and shared travel tips for millennials. Today, she uses her platforms to share all aspects of her life – including fashion, home decor, and beauty – as well as glimpses into life with her first child.

Description of the coverage:

Christine will explore the region with a focus on a multi-generational family trip, things to do with kids, and a vlog for one day in Williamsburg. She will share her content on Instagram and TikTok.

Media Outlet(s): Instagram stories and TikTok

Social Media Outlets:

- Instagram: [@tourdelust](#), 505K followers
- TikTok: [@tourdelust](#), 273.8K 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: Christine Tran Ferguson, Hoa Diep, and Asher Ferguson (1)

Room Information: One room, king bed, pack n' play

Dietary Restrictions: Asher is allergic to cod fish

Transportation: Rental car

- Day 1: Overnight hotel accommodations, dinner, water activity
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, outdoor recreation, history, culture
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, history, tour, amusement park
- Day 4: Breakfast, lunch, history, tour, afternoon departure

DRAFT ITINERARY:

Date: May 9 – 12, 2023 (4 nights)

Tuesday, May 9:

- Afternoon activity in Williamsburg – water activity
- Dinner in Williamsburg – Greek cuisine

Wednesday, May 10:

- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – outdoor recreation
- Lunch in Williamsburg – local seafood
- Afternoon activity in Williamsburg – history, tour
- Dinner in Williamsburg – unique to the area

Thursday, May 11:

- Breakfast in Williamsburg – local café
- Morning activity in Yorktown – history, culture
- Lunch in Yorktown - Italian cuisine
- Afternoon activity in Williamsburg – amusement park
- Dinner in Williamsburg – American fare

Friday, May 12:

- Breakfast in Williamsburg – unique to the area
- Morning activity in Jamestown – history, tour
- Lunch in Williamsburg – artisan kitchen

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