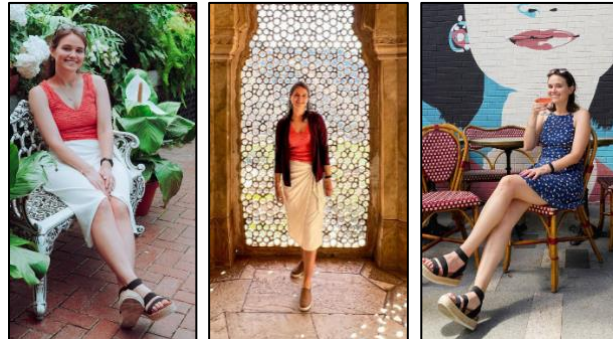




**Social Media Influencer Familiarization Tour**  
**Emily Moore ~ @emilygoesplaces**



**Dates:** May 5 – 8, 2023 (3 nights)

**Number in Group:** Two adults

**Name:** Emily Moore and Dayton Marth

**Topic:** Things to do for your first time in Williamsburg

**Participation Deadline:** April 7, 2023

**Description of the Influencer:**

Based in D.C., Emily is an outdoors, travel, and lifestyle content creator. She has always been naturally curious with a desire to experience all life has to offer around her. She has an endless bucket list, so follow her along as she meets new people, goes to new places, and experiences as much as she can.

**Description of the coverage:**

Emily will explore the region with a focus on things to do for your first time in the destination as well as off the beaten path hidden gems. She will share her content on Instagram in the form of reels, stories, and carousel posts.

**Media Outlet(s):** Instagram carousel, reels, and stories

**Social Media Outlets:**

- Instagram: [@emilygoesplaces](https://www.instagram.com/emilygoesplaces), 18.5K 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 Moore and Dayton Marth

**Room Information:** One room, king bed

**Dietary Restrictions:** Allergic to peanuts, tree nuts, and crab

**Transportation:** Own vehicle

- Day 1: Overnight hotel accommodations, craft beverage
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, outdoor recreation, nautical tour
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, outdoor recreation, theme park
- Day 4: Overnight hotel accommodations, breakfast, lunch, history, culture, outdoor recreation

**DRAFT ITINERARY:**

**Date:** May 5 – 8, 2023 (3 nights)

**Friday, May 5:**

- Evening Arrival
- Evening activity – craft beverage

**Saturday, May 6:**

- Breakfast in Williamsburg – locally-owned
- Morning activity in Jamestown – history, culture
- Lunch in Jamestown – seasonally inspired
- Afternoon activity in Jamestown – outdoor recreation
- Dinner in Williamsburg – Italian
- Evening activity in Jamestown – nautical, tour

**Sunday, May 7:**

- Breakfast in Williamsburg – local, wellness
- Morning activity in Williamsburg - outdoor recreation
- Lunch in Yorktown - seafood
- Afternoon activity in Williamsburg – theme park
- Dinner in Williamsburg – chef-driven

**Monday, May 8:**

- Breakfast in Williamsburg – artisan bakery
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – unique to area
- Afternoon activity in Williamsburg – outdoor recreation

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