



**Family Influencer Familiarization Tour
Karen Akpan ~ @themomtrotter**



Dates: March 27 – March 30, 2023 (3 nights)

Number in Group: Two adults and one child

Name: Karen, Sylvester, and Aiden (10), Akpan

Topic: Fun and educational activities to do as a family in Williamsburg

Participation Deadline: March 10, 2023

Description of the Influencer:

Karen created “The Mom Trotter” to share her budget travel tips, homeschooling life, and parenting as well as to connect with other families following the same path as her. People think that after kids, travel has to stop, but Karen is proof that it doesn’t. Her passion is to help and empower parents, as well as show them that travel with kids is possible.

Description of the coverage:

Karen will explore the region with a focus on fun and educational activities to do as a family in Williamsburg. She will share her content in the form of two TikTok videos.

Media Outlet(s): TikTok

Social Media Outlets:

- TikTok: [@themomtrotter](https://www.tiktok.com/@themomtrotter), 1.8M 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: Karen, Sylvester, and Aiden (10), Akpan

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Rental Car

- Day 1: Overnight hotel accommodations, dinner, water activity
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, tour, outdoor recreation, family-friendly
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, African American History
- Day 4: Overnight hotel accommodations, breakfast, outdoor recreation

DRAFT ITINERARY:

Date: March 27 – March 30, 2023 (3 nights)

Monday, March 27:

- Afternoon activity – water activity
- Dinner in Williamsburg – chef-driven

Tuesday, March 28:

- Breakfast in Williamsburg – locally owned
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – Italian cuisine
- Afternoon activity in Jamestown – tour, outdoor recreation
- Dinner in Williamsburg – American fare
- Evening activity in Williamsburg – family-friendly

Wednesday, March 29:

- Breakfast in Williamsburg – woman-owned
- Morning activity in Yorktown – history, culture
- Lunch in Williamsburg – Italian cuisine
- Afternoon activity in Williamsburg – African American History
- Dinner in Williamsburg – unique to area

Thursday, March 30:

- Breakfast in Williamsburg -
- Morning activity in Williamsburg – outdoor recreation

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