

Social Media Influencer Familiarization Tour
Renee Jordan ~ @heythereney



Dates: March 30 – April 2, 2023 (3 nights)

Number in Group: Two adults and one dog

Name: Renee and Caleb Jordan

Topic: Dog-friendly activities

Participation Deadline: March 10, 2023

Description of the Influencer:

Boston resident Renee Jordan doesn't just pause to enjoy the view while walking to work in Downtown Boston. The Maine native often fits in detours to Beacon Hill and other scenic neighborhoods, aiming to capture the sights and spirit of the city on camera. Her account is filled with vivid, visually rich shots of locales she believes her followers will find more fresh than familiar.

Description of the coverage:

Renee will explore the region with a focus on dog-friendly activities to do in the spring and summer. 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:

- TikTok: [@heythereney](#), 39.6k 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: Renee and Caleb Jordan

Room Information: One room, two queen beds

Dietary Restrictions: None

Transportation: Rental Car

- Day 1: Overnight hotel accommodations, dinner, culture, history, outdoor recreation, dog-friendly activities
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, flora and fauna, culture, history, water activity, dog-friendly activities
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, outdoor recreation, dog-friendly activities
- Day 4: Overnight hotel accommodations, breakfast, dog-friendly activity

DRAFT ITINERARY:

Date: March 30 – April 2, 2023 (3 nights)

Thursday, March 30:

- Afternoon activity in Williamsburg – culture, history
- Afternoon activity in Williamsburg – outdoor recreation
- Dinner in Williamsburg - gastropub-style, American

Friday, March 31:

- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – flora and fauna
- Lunch in Jamestown – unique to area
- Afternoon activity in Jamestown – culture, history
- Afternoon activity in Jamestown – water-activity
- Dinner in Williamsburg - gastropub

Saturday, April 1:

- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – outdoor recreation
- Lunch in Williamsburg – eclectic
- Afternoon activity in Yorktown – outdoor recreation
- Dinner in Williamsburg – local seafood

Sunday, April 2:

- Breakfast in Yorktown – historic, unique
- Morning activity in Yorktown – dog bakery

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