



**Social Media Influencer Familiarization Tour
Shay Spence ~ @theshayspence**



Dates: June 12 – 16, 2023 (4 days)

Number in Group: Two adults

Name: Shay Spence and James Hirsch

Topic: Food and beverages in Williamsburg

Participation Deadline: May 24, 2023

Description of the Influencer:

Shay is a food and travel writer with over a decade of experience in the culinary world and social media. He spent over seven years as the Food Editor for PEOPLE Magazine and now works as a full-time content creator.

Description of the coverage:

Shay will explore the region, focusing on the top five foods he eats, beverages throughout the destination, and an itinerary showcasing his three days in Williamsburg. Shay will produce two unique TikTok videos, one Instagram reel, 12 Instagram stories, and write one blog post for the Williamsblog.

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

Social Media Outlets:

- Instagram: [@theshayspence](https://www.instagram.com/theshayspence), 175K followers
- TikTok: [@theshayspence](https://www.tiktok.com/@theshayspence), 1.4M 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: Shay Spence and James Hirsch

Room Information: One room, king bed

Dietary Restrictions: None

Transportation: Rental car

- Day 1: Overnight hotel accommodations, dinner, distillery tour, and tasting
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, historic beverage tasting
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, unique spa experience, amusement park
- Day 4: Breakfast, history, culture, departure

DRAFT ITINERARY:

Date: June 12 – 16, 2023 (4 days)

Monday, June 12:

- Afternoon activity in Williamsburg – distillery tour and tasting
- Dinner in Williamsburg – American fare, modern pub

Tuesday, June 13:

- Breakfast in Williamsburg – coffee focused
- Morning activity in Williamsburg – unique shopping, exploring
- Lunch in Williamsburg – historic, tavern
- Afternoon activity in Williamsburg – history, culture
- Afternoon activity in Williamsburg – historic beverage tasting
- Dinner in Williamsburg – French cuisine

Wednesday, June 14:

- Morning activity in Williamsburg – unique spa experience
- Lunch in Williamsburg – American fare
- Afternoon activity in Williamsburg – amusement park
- Dinner in Williamsburg – local seafood

Thursday, June 15:

- Breakfast in Yorktown – historic, unique
- Morning activity in Yorktown – waterfront, history
- Lunch in Williamsburg – unique to the area
- Afternoon activity in Williamsburg – tasting
- Afternoon activity in Williamsburg – outdoor recreation
- Dinner in Williamsburg – chef-driven

Friday, June 16:

- Breakfast in Williamsburg – coffee focused
- Morning activity in Jamestown – history, culture

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