

Travel Journalist Familiarization Tour
Hayley Hutson, Matador Network



Dates: December 8-11, 2022 (3 nights)
Number in Group: Two adults
Name: Hayley Hutson and Peter Barberoglou
Topics: winter, holiday, spa, food & beverage, history activities, theme parks

Participation Deadline: November 18, 2022

Description of the Journalist:

Hayley is based in Charlotte, NC and has visited the region when she was younger. While she does want to see holiday attractions and events, she would like to experience everything the destination has to offer in the winter, ranging from casual to upscale, historic to contemporary.

Description of the coverage:

Hayley's story will focus on winter, holiday, spa, food & beverage, history activities, and theme parks.

Media Outlet(s):

Matador Network: Online, 8+ million

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(s): Hayley Hutson and Peter Barberoglou

Room Information: One room and one bed

Dietary Restrictions: N/A

Transportation: Rental car

Day 1: Overnight hotel accommodations, dinner, theme park

Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, craft beverage, Christmas Market

Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, spa, wellness, history, culture,

Day 4: Brunch

DRAFT ITINERARY:

Dates: December 8-11, 2022 (3 nights)

Thursday, December 8:

- Afternoon activity in Williamsburg – theme park
- Dinner in Williamsburg – locally-owned

Friday, December 9:

- Breakfast in Williamsburg – unique to area
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – craft beverage
- Afternoon activity in Yorktown – Christmas market
- Dinner in Williamsburg – upscale American fare

Saturday, December 10:

- Breakfast in Williamsburg – unique to area
- Morning activity in Williamsburg – spa, wellness
- Lunch in Williamsburg – French cuisine
- Afternoon activity in James City County – history, culture
- Dinner in Williamsburg – chef-driven

Sunday, December 11:

- Brunch in Williamsburg – family-owned
- Departure

Please forward offers to [Daniela Owen](#) and cc: [Vicki Cimino](#).