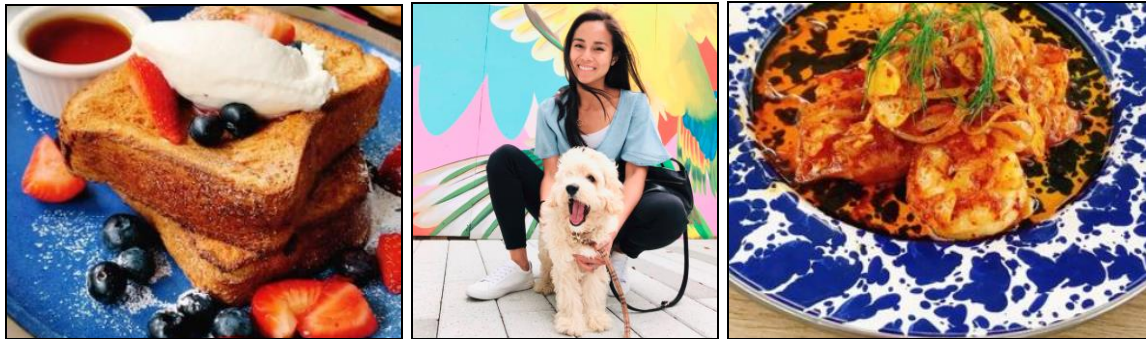


Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

TikTok Influencer Familiarization Tour
Elvi Konz ~ @DMVFoodie



Dates: February 12-14, 2022 (2 nights)

Number in Group: Two adults, one dog

Name: Elvi Konz, assistant/husband Jonathon Konz, and Brutus the Cockapoo

Topic: Exploring Williamsburg’s creative culinary scene and dog-friendly attractions

Participation Deadline: January 28, 2022

Description of the Influencer:

Based in the Washington D.C. area, Elvi Konz is the creator behind @DMVFoodie on TikTok. With more than 68k followers, she's on a quest to share as many delicious eateries as possible with her followers. In addition to sharing a variety of tasty eats, she also loves exploring new dog-friendly spots with her Cockapoo, Brutus.

Description of the coverage:

Elvi will chronicle her experiences throughout the destination via the creation of “day in the life” videos for her TikTok.

Media Outlet(s): TikTok and Instagram

Social Media Outlets:

- TikTok: [@DMVFoodie](#), 68k followers
- Instagram: [@DMVFoodie](#), 4.2k 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: Elvi Konz, Jonathan Konz, and dog Brutus (18-pound Cockapoo)

Room Information: One room, king bed, pet-friendly

Dietary Restrictions: None. Prefers dining near a window, for filming purposes

Transportation: Personal vehicle

- Day 1: Overnight hotel accommodations, lunch, dinner, outdoor recreation, history, winery, brewery
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, shopping, outdoor recreation
- Day 3: Breakfast, lunch, history, brewery

DRAFT ITINERARY:

Date: February 12-14, 2022 (2 nights)

Saturday, February 12:

- Breakfast in Williamsburg - unique to destination, pet-friendly
- Morning activity in Williamsburg - outdoor recreation, history
- Lunch in Williamsburg – international cuisine, pet-friendly
- Afternoon activity in Williamsburg – winery, brewery, pet-friendly
- Dinner in Williamsburg - farm-to-fork

Sunday, February 13:

- Breakfast in Yorktown – quaint location, pet-friendly
- Morning activity in Yorktown - coastal, shopping, pet-friendly
- Lunch in Yorktown - seafood, unique to area
- Afternoon activity in James City County - outdoor recreation, pet-friendly
- Dinner in James City County – chef-driven cuisine

Monday, February 14:

- Breakfast in Williamsburg - unique to destination, pet-friendly
- Morning activity in James City County - history, pet-friendly
- Lunch in James City County – brewery, pet-friendly

Please forward offers to [Jill Pongonis](#) and cc: [Miranda Jarrell](#).