

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**TikTok Influencer Familiarization Tour**  
Julia Randall ~ @staysandgetaways



**Dates:** March 23-27, 2022 (4 nights)

**Number in Group:** Two adults

**Name:** Julia Randall and assistant, Brittany Marien

**Topic:** The top 5 things to enjoy during spring break and a romantic weekend in Williamsburg

**Participation Deadline:** February 15, 2022

**Description of the Influencer:**

Based in Washington D.C., Julia Randall is the creator behind @staysandgetaways on TikTok. With more than 268k followers, she is a big believer in never wasting a day of PTO on ordinary travel. Whether she is traveling abroad or taking a long weekend domestically, she has slowly grown to master the art of getaway planning. She lives for the hunt of hidden travel experiences, deals, and destinations, and loves to share trips with her followers.

**Description of the coverage:**

Julia will showcase her experiences throughout the destination via the creation of three thematic videos for her TikTok.

**Media Outlet(s):** TikTok and Instagram

**Social Media Outlets:**

- TikTok: [@staysandgetaways](https://www.tiktok.com/@staysandgetaways), 288.6k followers
- Instagram: [@staysandgetaways](https://www.instagram.com/staysandgetaways), 35.9k 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:** Julia Randall, Brittany Marien

**Room Information:** One room, king bed

**Dietary Restrictions:** None

**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: Overnight hotel accommodations, breakfast, lunch, dinner, history, shopping, outdoor recreation
- Day 4: Overnight hotel accommodations, breakfast, lunch, dinner, history, shopping, outdoor recreation, theme park
- Day 5 : Breakfast, lunch, history, brewery

**DRAFT ITINERARY:**

**Date:** March 23-27, 2022 (4 nights)

**Wednesday, March 23:**

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

**Thursday, March 24:**

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

**Friday, March 25:**

- Breakfast in Williamsburg - unique to destination
- Morning activity in James City County - history, areal tour
- Lunch in James City County - brewery
- Afternoon activity in James City County - wellness, spa
- Dinner in James City County - unique to destination

**Saturday, March 26:**

- Breakfast in Williamsburg - quaint location,
- Morning activity in Williamsburg - shopping, wellness
- Lunch in James City County - unique to area
- Afternoon activity in James City County - outdoor recreation, theme park
- Dinner in James City County - chef-driven cuisine

**Sunday, March 27:**

- Breakfast in James City County - quaint location
- Morning activity in James City County - coastal, shopping
- Lunch in James City County - unique to area, brewery

Please forward offers to [Jill Pongonis](#) and cc: [Tamara Paris](#).