

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**TikTok Influencer Familiarization Tour**  
**Trent and Sarah Anderson ~ @RioTravelers**



**Dates:** June 14-17, 2022 (3 nights)

**Number in Group:** Two adults

**Name:** Trent and Sarah Anderson

**Topic:** Exploring Williamsburg as an adventure destination for couples

**Participation Deadline:** May 20, 2022

**Description of the Influencer:**

Based in Minnesota, newlywed couple Trent and Sarah spend much of their time traveling and exploring the world. With more than 685k followers on TikTok, they are on a quest to capture as many bucket list experiences and destinations as possible to share with their followers.

**Description of the coverage:**

Trent and Sarah will chronicle their experiences throughout the destination via the creation of a series of three videos highlighting adventurous activities, a date day, and a 12-hour “day in the life” for their TikTok and Instagram accounts.

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

**Social Media Outlets:**

- TikTok: [@RioTravelers](#) , 685k followers
- Instagram: [@RioTravelers](#), 137k 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:** Trent and Sarah Anderson

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

**Dietary Restrictions:** None

**Transportation:** Rental car

- Day 1: Overnight hotel accommodations, dinner, outdoor recreation, soft adventure, mini golf
- Day 2: Overnight hotel accommodations, lunch, dinner, maritime, couples activity, theme park, spa
- Day 3: Overnight hotel accommodations, lunch, dinner, aerial tour, water sport theme park, movies
- Day 4: Early departure

**DRAFT ITINERARY:**

**Date:** June 14-17, 2022 (3 nights)

**Tuesday, June 14:**

- Afternoon activity in James City County – outdoor recreation, soft adventure, mini golf
- Dinner in Williamsburg - farm-to-fork

**Wednesday, June 15:**

- Morning activity in Yorktown - maritime, couples activity
- Lunch in Yorktown - seafood, unique to area
- Afternoon activity in James City County - theme park, spa
- Dinner in James City County - chef-driven cuisine

**Thursday, June 16:**

- Breakfast in Williamsburg - unique to destination
- Morning activity in James City County - aerial tour, water sport
- Lunch in James City County - locally-owned
- Afternoon activity in James City County - theme park, movies
- Dinner in James City County - seafood

**Friday, June 17:**

- Early departure

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