

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**TikTok Influencer Familiarization Tour**  
Nicole Sunderland ~ [@eatlivetraveldrink](#)



**Dates:** May 13-15, 2022 (2 nights)

**Number in Group:** Two adults

**Name:** Nicole Sunderland and husband, Matthew Sunderland

**Topic:** Scenic views to experience around Williamsburg

**Participation Deadline:** April 1, 2022

**Description of the Influencer:**

Nicole Sunderland, a travel writer and content creator based in Northern Virginia, focuses on luxury hotels and resorts, culinary, bucket list travel/activities, and unique things to do. She created [@eatlivetraveldrink](#) to share her travels and inspire others.

**Description of the coverage:**

Nicole will create two TikTok videos highlighting unique things to do and see around Williamsburg.

**Media Outlet(s):** TikTok

**Social Media Outlets:**

- TikTok: [@eatlivetraveldrink](#) 937.8k 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:** Nicole and Matthew Sunderland

**Room Information:** Resort hotel with pool. One room, king bed.

**Dietary Restrictions:** Matthew has celiac disease (no gluten)

**Transportation:** Personal vehicle

- Day 1: Overnight hotel accommodations, dinner, outdoor recreation, sunset
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, winery, shopping, ghost tour
- Day 3: Breakfast, lunch, outdoor recreation, sail

**DRAFT ITINERARY:**

**Date:** May 13-15, 2022

**Friday, May 13:**

- Afternoon activity in James City County – outdoor, sunset views
- Dinner in James City County - seafood

**Saturday, May 14:**

- Breakfast in Williamsburg - quaint location
- Morning activity in Williamsburg – living-history
- Lunch in Williamsburg - unique to the destination
- Afternoon activity in James City County – winery tasting/tour, shopping
- Dinner in James City County – waterfront dining
- Evening activity in Williamsburg - ghost tour

**Sunday, May 15:**

- Breakfast in Yorktown - unique to destination
- Morning activity in Yorktown - outdoor recreation, day sail
- Lunch in Yorktown - water view, unique to the destination

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