

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Visit Williamsburg Influencer Familiarization Tour
Julia Dzafic ~ Lemon Stripes



Dates: September 16-19, 2021 (3 nights)

Number in Group: Two people. One adult and one child.

Name: Julia Dzafic and daughter Amalia (4 years old)

Topic: A Williamsburg mommy/daughter getaway

Participation Deadline: August 13, 2021

Description of the Influencer:

Julia lives in Stamford, Connecticut with her husband Anel, their children Amalia and Luca, and their Pit mix, Boots. They strive to live a balanced and healthy lifestyle as new parents and entrepreneurs. In 2010, while working full time in marketing in the wellness industry, Julia started Lemon Stripes as a creative outlet to share healthy recipes and outfit ideas with friends and family. Today, the site has been reimagined into a creative space that covers topics from motherhood to home decor, to healthy recipes and outfit ideas, along with wellness advice, and more. Her goal is to make you smile on a daily basis, but also to talk about real topics in an honest way.

Description of the coverage:

Julia and Amalia will be sharing their “mommy/daughter” experience of fun things to do in the destination.

Media Outlet(s): Instagram posts, stories, and personal blog

Social Media Outlets:

- Instagram: [@lemonstripes](#), 126k followers
- Website: [LemonStripes.com](#)

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. If you have any suggestions

that are in-line with the criteria, please feel free to contact us with your ideas.

Names of Travelers: Julia Dzafic and daughter, Amalia Dzafic

Room Information: One room with two beds

Dietary Restrictions: None

Transportation: Rental car

- Day 1: Overnight hotel accommodations, dinner, shopping
- Day 2: Overnight hotel accommodations, breakfast, lunch, and dinner, theme park, outdoor recreation, water activity
- Day 3: Overnight hotel accommodations, breakfast, lunch, and dinner, history, outdoor activity
- Day 4: breakfast, gardens, outdoor recreation, departure

DRAFT ITINERARY:

Date: September 16-19, 2021 (3 nights)

Thursday, September 16:

- Afternoon Activity in Williamsburg – shopping
- Dinner in Williamsburg – kid-friendly

Friday, September 17:

- Breakfast in James City County – unique to area
- Morning activity in James City County – theme park
- Lunch in James City County – unique to area
- Afternoon activity in James City County – outdoor recreation, water activity
- Dinner in James City County – unique to area

Saturday, September 18:

- Breakfast in Yorktown – unique to area
- Morning activity in Yorktown – outdoor recreation, history
- Lunch in Yorktown – unique to area
- Afternoon activity in Williamsburg – living-history
- Dinner in Williamsburg – unique to area

Sunday, September 19:

- Breakfast in Williamsburg – unique to area
- Morning activity in Williamsburg – gardens, outdoor recreation

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