

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Visit Williamsburg Influencer Familiarization Tour
Kristy Wicks



Dates: June 24-27, 2021 (3 nights)

Number in Group: Four adults

Name: Kristy Wicks and husband, Jeff (photographer), along with her daughter Emma Wicks and niece, Walker Wicks

Topic: The perfect vacation for a multi-generational family

Participation Deadline: June 1, 2021

Description of the Influencer:

[Kristy Wicks](#) grew up in McLean, Virginia and went to college at Lynchburg College. This trip will be a first time visit to the destination. Kristy is a former flight attendant turned accidental lifestyle blogger who lives in Northern California with her husband and rescued dog. She started her Instagram in 2013 and her lifestyle blog followed in 2014. She posts articles on everything from travel guides, gift ideas, home décor, entertaining tips and more to inspire her followers.

Description of the coverage:

Kristy will be sharing her vacation highlights on how Williamsburg is the perfect vacation destination for a family with older children.

Media Outlet(s): Instagram posts, stories, and videos.

Social Media Outlets:

- Instagram: [@kristywicks](#), 468k followers
- Pinterest: [@kristywicks1](#), 10k followers
- Facebook: [@kristywicksblog](#), 5.5k 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. If you have any suggestions that are in-line with the criteria, please feel free to contact us with your ideas.

Room Information: Requesting two rooms

Dietary Restrictions: None

Transportation: Rental car

- Day 1: Overnight hotel accommodations, dinner, outdoor music activity, ghost tour
- Day 2: Overnight hotel accommodations, lunch, dinner, history, outdoor recreation, maritime
- Day 3: Overnight hotel accommodations, lunch, history, outdoor recreation
- Day 4: Lunch, history, outdoor activity, departure

DRAFT ITINERARY:

Date: June 24-27, 2021 (3 nights)

Thursday, June 24:

- Dinner in James City County – unique to area
- Evening activity in Williamsburg – ghost tour

Friday, June 25:

- Activity in Yorktown – outdoor recreation, history
- Lunch in Yorktown – unique to area
- Activity in Yorktown – living-history, maritime
- Dinner in Yorktown – unique to area

Saturday, June 26:

- Activity in Williamsburg – history, outdoor recreation
- Lunch in Williamsburg – unique to area
- Activity in James City County – history, outdoor recreation
- Dinner in James City County - unique to area, winery

Sunday, June 27:

- Activity in James City County – history, outdoor activity
- Lunch in James City County – unique to area

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