

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**Visit Williamsburg Influencer Familiarization Tour**  
**Shawn Johnson East**



**Dates:** May 25-27, 2021 (2 nights)

**Number in Group:** Two adults

**Name:** Shawn Johnson and photographer (husband), Andrew East

**Topic:** The perfect babymoon destination for an active couple

**Participation Deadline:** May 17, 2021

**Description of the Influencer:**

Shawn Johnson East is an Olympic gold medalist (Gymnastics, Beijing 2008), *New York Times* best-selling author, *Dancing with the Stars* Champion (Season 8), entrepreneur, philanthropist, wife, and mother. Shawn and her husband, Andrew, also upload new videos about their family life to their YouTube channel (The East Family) every Friday.

**Description of the coverage:**

Shawn and Andrew are expecting their second child in June and this trip will highlight Williamsburg as the perfect babymoon destination for an active couple interested in history and outdoor recreation.

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

**Social Media Outlets:**

- Instagram: [@shawnjohnson](#), 3M followers
- Facebook: [@shawnjohnson](#), 1.3M followers
- Twitter: [@shawnjohnson](#), 441k followers
- TikTok: [@shawnjohnson](#), 1.2M followers
- YouTube: [The East Family](#), 1.21M 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:** King room

**Dietary Restrictions:** None

**Transportation:** Rental car

- Day 1: Overnight hotel accommodations, lunch, dinner, outdoor activity, evening activity
- Day 2: Overnight hotel accommodations, breakfast, lunch, and dinner, history, maritime
- Day 3: breakfast, lunch, outdoor activity, departure

**DRAFT ITINERARY:**

**Date:** May 25-27 (2 nights)

**Tuesday, May 25:**

- Lunch in James City County – locally-sourced
- Activity in James City County – outdoor recreation
- Dinner in James City County – unique to area
- Evening activity in Williamsburg – ghost tour

**Wednesday, May 26:**

- Breakfast in Williamsburg – unique to area
- Activity in Williamsburg – history
- Lunch in Williamsburg – unique to area
- Activity in Yorktown – living-history, sailing
- Dinner in Yorktown – unique to area

**Thursday, May 27:**

- Activity in James City County – golf, outdoor recreation
- Lunch in James City County – unique to area
- Departure

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