

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Visit Williamsburg Influencer Familiarization Tour
Tori Roloff



Dates: December 11-15, 2021 (4 nights)

Number in Group: Two adults and two children

Name: Tori Roloff and husband Zach, with children Jackson (4), and Lilah (2)

Topic: Family -friendly vacation during the holiday season in Williamsburg

Participation Deadline: November 30, 2021

Description of the Influencer:

Tori Roloff is an American television personality and photographer. Tori, along with her husband and children, are best known for starring in the TLC reality television series *Little People, Big World*, which chronicles the daily lives of the Roloff family – half of whom have dwarfism.

Description of the coverage:

Tori will showcase a family-friendly holiday vacation in the destination.

Media Outlet(s): Instagram posts and stories.

Social Media:

- Instagram: [@toriroloff](#), 1.6M 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: two bedrooms, connecting and an onsite restaurant

Dietary Restrictions: None

Transportation: Rental car

- Day 1: Overnight hotel accommodations
- Day 2: Overnight hotel accommodations, breakfast, lunch, and dinner, history, holiday event
- Day 3: Overnight hotel accommodations, breakfast, lunch, and dinner, history, holiday event
- Day 4: Overnight hotel accommodations, breakfast, lunch, and dinner, theme park, holiday event
- Day 5: breakfast

DRAFT ITINERARY:

Saturday, December 11:

- Evening arrival to destination

Sunday, December 12:

- Breakfast in Yorktown – unique to area
- Activity in Yorktown – living-history
- Lunch in Yorktown – locally-owned
- Activity in Yorktown– holiday event
- Dinner in James City County – unique to area
- Evening activity in James City County - holiday

Monday, December 13:

- Breakfast in Williamsburg – unique to area
- Activity in Williamsburg – living-history
- Lunch in Williamsburg – locally-owned
- Activity in Williamsburg – living-history
- Dinner in Williamsburg – unique to area, tavern
- Evening activity in Williamsburg – holiday

Tuesday, December 14:

- Breakfast in James City County – unique to area
- Activity in James City County – living-history
- Lunch in James City County – locally owned
- Activity in James City County – theme park
- Dinner in James City County – unique to area

Sunday, December 15:

- Breakfast in James City County – unique to area

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