

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**Visit Williamsburg Mega Influencer Familiarization Tour**  
**Witney Carson McAllister**



**Dates:** June 12-16, 2022 (4 nights)

**Number in Group:** Two adults and one toddler

**Name:** Witney Carson McAllister and husband, Carson (photographer), along with son Leo (1-year old)

**Topic:** A family-friendly vacation in Williamsburg

**Participation Deadline:** May 20, 2022

**Description of the Influencer:**

Emmy®-nominated choreographer Witney Carson has competed and performed all over the world. Before her time on “Dancing with the Stars,” Carson was one of the Top 6 (Top 3 Females) on season nine of Fox’s “So You Think You Can Dance” and returned the following season as an all-star. Her credits on “Dancing with the Stars” quickly grew from a troupe dancer in Seasons 16 and 17 to a pro dancer in Season 18 with partner Cody Simpson, and winner of Season 19 with partner Alfonso Ribeiro, making her one of only five dancers in the history of the show to win in their first two seasons.

In addition to her career as a professional dancer and actress, Carson has found success as an entrepreneur, model, and influencer.

**Description of the coverage:**

Witney will be highlighting what makes Williamsburg the perfect vacation destination for a family with young children.

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

**Social Media Outlets:**

- Instagram: [@witneycarson](https://www.instagram.com/witneycarson), 1.5M 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:** One room, king bed, vehicle charging station

**Dietary Restrictions:** None

**Transportation:** Electric rental car

- Day 1: Overnight hotel accommodations
- Day 2: Overnight hotel accommodations, breakfast, beach, outdoor recreation, maritime, trolley, dinner
- Day 3: Overnight hotel accommodations, breakfast, outdoor recreation, water theme park, dinner
- Day 4: Overnight hotel accommodations, breakfast, history, outdoor recreation, mini golf, dinner
- Day 5: Breakfast

**DRAFT ITINERARY:**

**Date:** June 12-16, 2022 (4 nights)

**Sunday, June 12:**

- Late arrival

**Monday, June 13:**

- Breakfast in Yorktown- locally owned
- Morning activity in Yorktown – outdoor recreation, beach
- Afternoon activity in Yorktown – trolley, maritime
- Dinner in Williamsburg – unique to area

**Tuesday, June 14:**

- Breakfast in James City County- unique to destination
- Morning activity in James City County – outdoor recreation
- Afternoon activity in James City County – water park
- Dinner in James City County – family-friendly

**Wednesday, June 15:**

- Breakfast in Williamsburg – unique to area
- Morning activity in Williamsburg – history
- Afternoon activity in James City County – outdoor recreation, mini-golf
- Dinner in Williamsburg – locally-owned

**Thursday, June 16:**

- Early departure

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