Social Media Influencer Familiarization Tour
Alex Goodstein ~ @alexeatstoomuch



Dates: September 24 – 28, 2026 (4 Nights)
Number in Group: One adult
Name: Alex Goodstein
Topic: Foodie Trip

Participation Deadline: August 17, 2026

Description of the Influencer:
Alex is a food, events, and travel content creator based in Pittsburgh, Pennsylvania. He has been an avid eater since he was a child, building a great appreciation for food and trying different dishes.

Description of the coverage:
Alex will visit the destination with a focus on food. He will then create three reels highlighting the destination. One reel will feature a deep dive into a local restaurant, another will cover the pancake festival, and a third reel will cover the rest of his trip in the destination.

M**edia Outlet(s):** Instagram reels and stories

Social Media Outlets:

- Instagram: @alexeatstoomuch, 20.5K 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. While each FAM tour content has a different angle, there may not be coverage of the lodging facility if it is not in alignment with the story or blog post. If you have any suggestions in line with the criteria, please contact us with your ideas.

Names of Travelers: Alex Goodstein
Room Information: Walking distance to Colonial Williamsburg
Dietary Restrictions: None
Transportation: Own Car

DRAFT ITINERARY:

Date: September 24 – 28, 2026 (4 Nights)

Thursday, September 24:

- Late afternoon departure
- Dinner in Williamsburg – locally-owned

Friday, September 25:

- Breakfast in Williamsburg – Pancake House
- Afternoon activity in Williamsburg – historic
- Afternoon activity in Williamsburg – brewery
- Evening activity in Williamsburg – Pancake Festival Activities

Saturday, September 26:

- Morning activity in Williamsburg – Pancake Festival Activities
- Afternoon activity in Williamsburg – brewery
- Dinner in Williamsburg – unique to the area

Sunday, September 27:

- Morning breakfast in Williamsburg – pancake house
- Afternoon activity in Williamsburg – food tour
- Afternoon activity in Williamsburg – brewery
- Dinner in Williamsburg – chef-driven

Monday, September 28:

- Morning departure

Please forward offers to Daniela Owen.