



**Social Media Influencer Familiarization Tour
Charlotte Simpson ~ @travelingblackwidow**



Dates: December 6 - 10, 2023 (4 nights)

Number in Group: Two adults

Name: Charlotte and Elizabeth Simpson

Topic: Mother-daughter getaway in Williamsburg

Participation Deadline: November 15, 2023

Description of the Influencer:

Charlotte is a social media influencer who builds her content off seeing other widows or women underliving their life and hopes that documenting her own adventures will prove that others can do it too.

Description of the coverage:

Charlotte will be visiting Williamsburg with her daughter and showcasing the holiday offerings our destination has to offer.

Media Outlet(s): Williamsblog, Facebook, TikTok, Instagram reel, carousel, and stories

Social Media Outlets:

- Instagram: [@travelingblackwidow](https://www.instagram.com/travelingblackwidow), 27.3K followers
- TikTok: [@travelingblackwidow](https://www.tiktok.com/@travelingblackwidow), 959 followers
- Facebook: [@travelingblackwidow](https://www.facebook.com/travelingblackwidow), 1K 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 Traveler: Charlotte and Elizabeth Simpson

Room Information: One room, two beds

Dietary Restrictions: None

Transportation: Rental Car

- Day 1: Overnight hotel accommodations, amusement park
- Day 2: Overnight hotel accommodations, breakfast, dinner, holiday market, tea, health, wellness
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, tour, holiday market
- Day 4: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, African American tour, holiday tour
- Day 5: Departure

DRAFT ITINERARY:

Date: December 6 - 10, 2023 (4 nights)

Wednesday, December 6:

- Afternoon activity in Williamsburg – amusement park

Thursday, December 7:

- Brunch in Williamsburg – eclectic
- Morning activity in Williamsburg – holiday market
- Afternoon activity in Williamsburg – holiday tea
- Afternoon activity in Williamsburg – health, wellness
- Dinner in Williamsburg – American fare

Friday, December 8:

- Breakfast in Williamsburg – café
- Morning activity in James City County – history, culture
- Lunch in Williamsburg – tapas
- Afternoon activity in Yorktown – history, tour
- Evening activity in Yorktown – holiday market
- Dinner in Williamsburg – French cuisine

Saturday, December 9:

- Breakfast in Williamsburg – locally owned
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – gastropub
- Afternoon activity in Williamsburg – African American tour
- Afternoon activity in Williamsburg – holiday tour
- Dinner in Williamsburg – chef-driven

Sunday, December 10:

- Early morning departure

Please forward offers to [Daniela Owen](#).