

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**Social Media Influencer Familiarization Tour**  
**Ladies group trip to Williamsburg**



**Dates:** October 4 – 7, 2024 (3 nights)

**Number in Group:** Six adults

**Names:** Shannon Mann, Gwen Gottlieb, Lisa Cooper, Lisa Tamagini, Isabella Thorp, and Jo Placencio

**Topic:** Ladies group trip to Williamsburg

**Participation Deadline:** September 13, 2024

**Description of the Influencers:**

Shannon Mann, Gwen Gottlieb, Lisa Cooper, Lisa Tamagini, Isabella Thorp, and Jo Placencio are a group of influencers who blend their love for travel with their passion for beauty, fashion, lifestyle tips, and more.

**Description of the coverage:**

Six women will visit the destination for a fall ladies' trip getaway, and they will each showcase their experiences on Instagram.

**Media Outlet(s):** In-feed Instagram posts and stories

**Social Media Outlets:**

- Instagram: [Shannon Mann](#), 423K followers
- Instagram: [Gwen Gottlieb](#), 162K followers
- Instagram: [Lisa Cooper](#), 29.3K followers
- Instagram: [Lisa Tamagini](#), 32.7K followers
- Instagram: [Isabella Thorp](#), 131K followers
- Instagram: [Jo Placencio](#), 181K 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:** Shannon Mann, Gwen Gottlieb, Lisa Cooper, Lisa Tamagini, Isabella Thorp, and Jo Placencio

**Room Information:** Six bedrooms

**Dietary Restrictions:** Vegan, dairy-free, gluten-free, and celiac disease

**Transportation:** Rental car

**DRAFT ITINERARY:**

**Date:** October 4 – 7, 2024

**Friday, October 4:**

- Late afternoon arrival
- Dinner in Williamsburg – unique to the area

**Saturday, October 5:**

- Breakfast in Williamsburg – bistro
- Morning activity in Williamsburg – event experience
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg –history, culture
- Dinner in Williamsburg – chef-driven
- Evening activity in Williamsburg – haunted tour

**Sunday, October 6:**

- Breakfast in Williamsburg – café
- Morning activity in James City County – history, culture
- Lunch in Williamsburg – unique to the area
- Afternoon activity in Yorktown – unique experience
- Afternoon activity in Yorktown – nautical
- Dinner in Yorktown – chef-driven

**Monday, October 7:**

- Morning departure

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