



**Social Media Influencer Familiarization Tour**  
**Leslie Johnson & Martina Jones ~ @thatcouplewhotravels**



**Dates:** April 18-22, 2024 (3 nights)

**Number in Group:** Two adult

**Name:** Leslie Johnson and Martina Jones

**Topic:** Spa crawl and wellness

**Participation Deadline:** March 20, 2023

**Description of the Influencer:**

That Couple Who Travels is a couples, travel, and lifestyle brand dedicated to providing couples with the information and inspiration needed to create memories all over the world. With a focus on date ideas and travel, most trips and activities are a mix of affordable luxury and locals experiencing a destination's unique culture, food, and people.

**Description of the coverage:**

Leslie and Martina will visit the destination with a focus on spa, wellness, and history. They will then create one WilliamsBLOG post, one Instagram reel, one Instagram carousel post, and Instagram stories.

**Media Outlet(s):** *WilliamsBLOG*, Instagram carousel post, reel, and stories

**Social Media Outlets:**

- Instagram: [@thatcouplewhotravels](https://www.instagram.com/thatcouplewhotravels), 94.6K 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:** Leslie Johnson and Martina Jones

**Room Information:** One room

**Dietary Restrictions:** None

**Transportation:** Rental Car

**DRAFT ITINERARY:**

**Date:** April 18-22, 2024 (3 nights)

**Thursday, April 18:**

- Evening arrival

**Friday, April 19:**

- Breakfast in Williamsburg – locally-owned
- Morning activity in Williamsburg – spa, wellness
- Lunch in Williamsburg – eclectic
- Afternoon activity in Williamsburg – African American history
- Dinner in Williamsburg – Thai cuisine

**Saturday, April 20:**

- Breakfast in Williamsburg – unique to the area
- Morning activity in James City County – outdoor recreation
- Morning activity in James City County – history, tour
- Lunch in Williamsburg – healthy, wellness
- Afternoon activity in Yorktown – history, culture
- Dinner in Williamsburg – seafood

**Sunday, April 21:**

- Morning activity in Williamsburg – spa, wellness
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Williamsburg – golf
- Dinner in Williamsburg – Greek cuisine

**Monday, April 22:**

- Morning activity in James City County – spa, wellness
- Lunch in Williamsburg – Indian cuisine
- Afternoon departure

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