



**Social Media Influencer Familiarization Tour  
Lisa Summers ~ @itssummerssomewhere**



**Dates:** September 17 – 20, 2024 (3 nights)

**Number in Group:** Two adults

**Name:** Lisa and Anthony Summers

**Topic:** A Grown-Up's Guide to Williamsburg

**Participation Deadline:** August 20, 2024

**Description of the Influencer:**

Residing in Baltimore, Lisa is a family travel creator with a focus on fun, unique, and exciting experiences in Maryland and beyond. Her followers trust her travel tips, date night experiences, and family-friendly recommendations.

**Description of the coverage:**

Lisa will visit the destination with a focus on a grown-up's guide to Williamsburg, fall events, and a perfect couples escape.

**Media Outlet(s):** TikTok Videos, Instagram reels, and stories

**Social Media Outlets:**

- Instagram: [@itssummerssomewhere](#), 174K followers
- TikTok: [@itssummerssomewhere](#), 19.5K 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 Traveler:** Lisa and Anthony Summers

**Room Information:** King bed

**Dietary Restrictions:** No meals included in this itinerary

**Transportation:** Personal Car

**DRAFT ITINERARY:**

**Date:** September 17 – 20, 2024

**Tuesday, September 17:**

- Afternoon in Williamsburg – Couples activity
- Evening activity in Williamsburg – magic show

**Wednesday, September 18:**

- Morning activity in James City County – outdoor recreation tour
- Morning activity in James City County – history, culture
- Afternoon activity in Williamsburg – history, culture
- Evening activity in James City County – nautical

**Thursday, September 19**

- Morning activity in Williamsburg – spa, wellness
- Afternoon activity in Yorktown – nautical
- Evening activity in Yorktown – live music
- Dinner in Yorktown – paranormal activity

**Friday, September 20:**

- Morning activity in James City County – outdoor adventure
- Afternoon activity in James City County – amusement park
- Afternoon activity in James City County – couples activity

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