



Social Media Influencer Familiarization Tour
Helene Sula ~ @heleneinbetween



Dates: April 17 – 21, 2023 (4 nights)

Number in Group: Two adults

Name: Helene and Michael Sula

Topic: Looking for the perfect couples escape? Head to Williamsburg

Participation Deadline: April 1, 2023

Description of the Influencer:

Helene and Michael are full-time travel content creators hailing from Dallas, Texas. They love sharing about their travel experiences to over 54 countries, tips, and tricks for getting the most out of trips, strategies for creating a successful blog and social media, and their life in between. They share funny stories, detailed travel guides, and tips for living life to the fullest.

Description of the coverage:

Helene and Michael will explore the region with an emphasis on the perfect couples escape, 10 things to do in Williamsburg, and “fun facts” you will learn when visiting the destination.

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

Social Media Outlets:

- Instagram: [@heleneinbetween](https://www.instagram.com/heleneinbetween), 258K followers
- TikTok: [@heleneinbetween](https://www.tiktok.com/@heleneinbetween), 229.4K 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: Helene and Michael Sula

Room Information: One room

Dietary Restrictions: None

Transportation: Rental Car

- Day 1: Overnight hotel accommodations, craft beverage, tour, tavern
- Day 2: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, tour, theme park
- Day 3: Overnight hotel accommodations, breakfast, lunch, dinner, art, history, culture, nautical tour
- Day 4: Overnight hotel accommodations, breakfast, lunch, dinner, history, culture, aerial tour, craft beverage, tasting
- Day 5: Early departure

DRAFT ITINERARY:

Date: April 17 – 21, 2023 (4 nights)

Monday, April 17:

- Afternoon Arrival
- Evening activity – craft beverage, tour
- Dinner in Williamsburg – tavern

Tuesday, April 18:

- Breakfast in Yorktown – historic, quaint
- Morning activity in Yorktown – history, culture, tour
- Lunch in Yorktown – seafood
- Afternoon activity in Williamsburg – theme park
- Dinner in Williamsburg – French cuisine

Wednesday, April 19:

- Breakfast in Williamsburg – unique to area
- Morning activity in Williamsburg - art, history
- Lunch in Williamsburg – Mediterranean cuisine
- Afternoon activity in Jamestown – nautical tour
- Afternoon activity in Jamestown – history, culture
- Dinner in Williamsburg – tapas

Thursday, April 20:

- Breakfast in Williamsburg – French fare
- Morning activity in Williamsburg – history, culture
- Lunch in Williamsburg – eclectic
- Afternoon activity in Williamsburg – aerial tour

- Afternoon activity in Williamsburg – craft beverage, tasting
- Dinner in Williamsburg – upscale American fare

Friday, April 21:

- Early departure

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