

Visit  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**Social Media Influencer Familiarization Tour**  
**Cass Matthews - @cass\_andthecity**



**Dates:** December 5 – 8, 2024 (3 nights)

**Number in Group:** Two adults, one child

**Names:** Cass, Kelle, and Wilde (1) Matthews

**Topic:** Family-Friendly Holiday Trip

**Participation Deadline:** November 5, 2024

**Description of the Influencers:**

Cass is a content creator from Philadelphia with a focus of hidden gems and family activities.

**Description of the coverage:**

Cass will visit the destination with her family to showcase Williamsburg as a family-friendly holiday trip in driving distance from Philadelphia.

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

**Social Media Outlets:**

- Instagram: [@cass\\_andthecity](https://www.instagram.com/cass_andthecity), 154K followers
- TikTok: [cass\\_andthecity](https://www.tiktok.com/@cass_andthecity), 198.3K 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:** Cass, Kelle, and Wilde (1) Matthews

**Room Information:** One room with separate living space and a pac n' play

**Dietary Restrictions:** None

**Transportation:** Rental car

**DRAFT ITINERARY:**

**Date:** December 5 – 8, 2024

**Thursday, December 5:**

- Late afternoon arrival
- Evening activity in James City County – amusement park

**Friday, December 6:**

- Breakfast in Williamsburg – pancake house
- Morning activity in Williamsburg – holiday market
- Afternoon activity in Williamsburg – art, culture
- Dinner in Williamsburg – chef-driven

**Saturday, December 7:**

- Breakfast in Williamsburg – café
- Morning activity in Yorktown – holiday market
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – locally-owned

**Sunday, December 8:**

- Morning departure

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