

VISIT
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Jacob Philly ~ @jacobdoesphilly



Dates: January 6 – 8, 2026 (3 Nights)

Number in Group: One adult

Name: Jacob Philly

Topic: Foodie Destination

Participation Deadline: December 17, 2025

Description of the Influencer:

Jacob is a Philadelphia transplant and food nerd. Jacob was nominated by Philadelphia Magazine as one of the Food Content Creators of the Year for 2025.

Description of the coverage:

Jacob will feature behind the scenes of restaurants and make a reel to pre-promote restaurant week.

Media Outlet(s): Instagram reels and stories

Social Media Outlets:

- Instagram: [@jacobdoesphilly](https://www.instagram.com/jacobdoesphilly), 77.9K 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: Jacob Philly

Room Information: One room

Dietary Restrictions: None

Transportation: Own car

DRAFT ITINERARY:

Date: January 6 – 8, 2026 (3 Nights)

Tuesday, January 6:

- Morning arrival
- Afternoon activity in Williamsburg – behind-the-scenes casual dining
- Afternoon activity in Williamsburg – behind-the-scenes tapas dining

Wednesday, January 7:

- Morning activity in York County – behind-the-scenes diner
- Morning activity in Williamsburg – behind-the-scenes upscale dining
- Afternoon activity in Williamsburg – behind-the-scenes tavern

Thursday, January 8:

- Early departure

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