

Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

Social Media Influencer Familiarization Tour
Marissa Austin - @_austinfamilyadventures



Dates: December 4 – 8, 2024 (4 nights)

Number in Group: Two adults, two children

Names: Marissa Gerrold, King (10), and Kaliah (9) Austin

Topic: Family 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: [@_austinfamilyadventures](https://www.instagram.com/_austinfamilyadventures), 163K followers
- TikTok: [@_austinfamilyadventures](https://www.tiktok.com/@_austinfamilyadventures), 17.7K 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: Marissa Gerrold, King (10), and Kaliah (9) Austin

Room Information: Three beds

Dietary Restrictions: None

Transportation: Own Car

DRAFT ITINERARY:

Date: December 4 – 8, 2024 (4 nights)

Wednesday, December 4:

- Afternoon arrival
- Afternoon activity in Williamsburg – indoor water park
- Dinner in Williamsburg – locally-owned

Thursday, December 5:

- Breakfast in Williamsburg – café
- Morning activity in James City County – history, culture
- Lunch in Williamsburg – BBQ
- Afternoon activity in Williamsburg – holiday activity
- Evening activity in James City County – amusement park

Friday, December 6:

- Breakfast in Williamsburg – family-friendly
- Afternoon activity in Williamsburg – history, culture
- Dinner in Williamsburg – Italian
- Evening activity in Williamsburg – magic show

Saturday, December 7:

- Breakfast in Williamsburg – café
- Morning activity in Williamsburg – kd
- Lunch in Williamsburg – locally-owned
- Afternoon activity in Yorktown – holiday activity
- Dinner in Yorktown – seafood

Sunday, December 8:

- Breakfast in Williamsburg – diner
- Morning activity in Williamsburg – holiday market
- Lunch in Williamsburg – pizza
- Afternoon activity in Williamsburg – holiday activity

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