

VISIT  
**WILLIAMSBURG**  
JAMESTOWN ▼ YORKTOWN

**Social Media Influencer Familiarization Tour**  
**Michael & Matt ~ @michaelandmatt**



**Dates:** March 27 – March 30, 2026 (3 Nights)

**Number in Group:** Two Adults

**Name:** Michael Lindsay and Matt Schueller

**Topic:** LGBTQ+ Friendly Weekend Guide to Williamsburg

**Participation Deadline:** February 14, 2026

**Description of the Influencer:**

Based in Portland, Oregon, Michael and Matt are two travel-obsessed husbands and expert content creators in LGBTQ+ travel.

**Description of the coverage:**

Their story angle is to highlight a weekend guide to visiting Williamsburg featuring the best places to stay, eat, and wander this spring season.

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

**Social Media Outlets:**

- Instagram: [@michaelandmatt](https://www.instagram.com/michaelandmatt), 433K 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.

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**Names of Travelers:** Michael Lindsay and Matt Schueller

**Room Information:** One room, colonial vibe

**Dietary Restrictions:** None

**Transportation:** Rental car

**DRAFT ITINERARY:**

**Date:** March 27 – March 30, 2026 (3 Nights)

**Friday, March 27:**

- Afternoon arrival
- Dinner in Williamsburg – chef-driven

**Saturday, March 28:**

- Breakfast in Yorktown – café
- Morning activity in Yorktown – market
- Lunch in Yorktown – sushi
- Afternoon activity in Yorktown – history tour
- Afternoon activity in James City County – history, culture
- Dinner in Williamsburg – tapas

**Sunday, March 29:**

- Breakfast in Williamsburg – locally owned
- Morning activity in Williamsburg – history, culture
- Dinner in Williamsburg – Indian cuisine
- Evening activity in Williamsburg – ghost tour

**Monday, March 30:**

- Breakfast in Williamsburg – unique to the area
- Morning activity in James City County – air tour
- Afternoon departure

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