Social Media Influencer Familiarization Tour
Riley Ivy ~ @ imissoldchristmas



Dates: December 5 – 8, 2026 (3 Nights)
Number in Group: Two adults
Name: Riley Ivy + one guest
Topic: The Holidays in Williamsburg

Participation Deadline: November 10, 2026

Description of the Influencer:
Riley is a North Carolina-based content creator and the creator behind imissoldchristmas. She shares nostalgic holiday content, Christmas travel inspiration, and festive experiences hat help her audience discover magical places and make meaningful holiday memories.

Description of the coverage:
Riley will be visiting the destination to showcase the holiday season in the historic triangle.

M**edia Outlet(s):** Instagram reels and stories

Social Media Outlets:

- Instagram: @imissoldchristmas, 13K 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: Riley Ivy + one guest
Room Information: One room
Dietary Restrictions: None
Transportation: Own Car

DRAFT ITINERARY:

Date: December 5 – 8, 2026 (3 Nights)

Saturday, December 5:

- Afternoon activity in Williamsburg – festive activity
- Dinner in Williamsburg – festive restaurant
- Evening activity in York County – holiday events

Sunday, December 6:

- Morning activity in Williamsburg – holiday events
- Afternoon activity in Williamsburg – holiday events
- Dinner in Williamsburg – festive restaurant

Monday, December 7:

- Morning activity in Williamsburg – holiday events
- Afternoon in James City County – holiday events
- Dinner in Williamsburg – festive restaurant

Tuesday, December 8:

- Morning activity in Williamsburg – holiday events
- Afternoon departure

Please forward offers to Daniela Owen.