



PR Report
BPR x Go Lake Havasu
April 2026

MEDIA AND INFLUENCER COVERAGE HIGHLIGHTS (full report linked [here](#))

Publication Date	Publication	Reach	Article Headline	Article Link
April 6, 2026	Matador Network	477,953	Celebrate 100 Years of Route 66 With These 9 Beautiful Park Detours	LINK
April 8, 2026	California Family Travel	2,216	London Bridge Resort: Lake Havasu's Most Iconic Waterfront Stay	LINK
April 8, 2026	California Family Travel	2,216	Best Restaurants in Lake Havasu for an Unforgettable Meal	LINK
April 18, 2026	BuzzFeed	25,763,322	100 Historical Photos That Feel Like Witchcraft To Be Looking At In 2026	LINK
April 26, 2026	AZ Big Media	110,972	Here's how Lake Havasu delivers unforgettable desert lake experiences	LINK
April 27, 2026	<i>Experience AZ</i>	30,000	Havasu Reimagined	LINK
April 29, 2026	FinanceBuzz	11,730,258	15 Southwest Cities Retirees Should Have on Their Radar	LINK

RECENT/CURRENT PR & INFLUENCER ACTIVITY

I. Media Relations

- a. Conducted national and local/regional media outreach surrounding numerous angles, including:
 - i. Multigenerational vacations in Lake Havasu City
 - ii. April events
- b. Identified opportunities via media leads surrounding numerous angles, including:
 - i. TravelPulse: Best Warm-weather destinations to usher in spring
 - ii. Brittany Anas (Beyond the Meeting Room): Coolest things to see in Arizona
- c. Developed quarterly PR Hot Sheet for summer happenings
- d. FAMS:
 - i. Five Ways to Water (June 1-4)
 1. Developed Five Ways to Water FAM premise and began outreach to local partners
 2. Secured two national media attendees:
 - a. Megan Arabian (Fodor's Travel)
 - b. Rebecca Sharp (Matador Network)
 3. Shared Five Ways to Water FAM itinerary for review
- e. Awards:
 - i. Shared voting toolkit for USA Today 10Best voting lists
 1. Best Lake: Lake Havasu

2. Best Lake Beach: Windsor Beach at Lake Havasu State Park
 3. Best Lake for Water Sports: Lake Havasu
- ii. Shared voting toolkit for Condé Nast Traveler 2026 Readers' Choice Awards, voting closes June 30

II. Influencer Relations

- a. Outreach for Q2 – Q4 influencer partnerships, based on approval of 2026/2027 budget

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