



PR Report
BPR x Go Lake Havasu
August 2026

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

Publication Date	Publication	Reach	Article Headline	Article Link
August 5, 2026	SFGate	9,539,521	Why Lake Havasu, Colorado River's party lake, isn't allowed to run out of water	LINK
August 5, 2026	SheBuysTravel	34,243	Why Lake Havasu, Arizona Is the Perfect Desert Escape for a Girls Getaway	LINK
August 10, 2026	Quartz	1,230,769	The 10 best lake vacations in the U.S.	LINK
August 27, 2026	The Copper Courier	22,740	Out of 33 state parks in Arizona, here are the top 10	LINK
August 28, 2026	Only In Your State	2,021,771	You Don't Need the Coast: 12 Inland Beaches With Real Sand and Blue Water	LINK

Total number of media stories in August: 43

Total number of media impressions in August: 611,069,090

RECENT/CURRENT ACTIVITY

I. Media Relations

- a. Conducted national and local/regional media outreach surrounding numerous angles, including:
 - i. Playcations await in Lake Havasu City
 - ii. The golf community's best-kept secret (August: National Golf Month, per USGA, and beyond)
 - iii. Fewer crowds, cooler water, same 400 miles of shoreline (fall travel)
- b. Identified opportunities via media leads surrounding numerous angles, including:
 - i. Noah Cortez (Hotels Above Par): Destination access is the new luxury hotel amenity
 - ii. Terry Ward (Travel + Leisure): Destination dupes
 - iii. Mark Chesnut (TravelAge West): Visiting Las Vegas in September – pitched Lake Havasu City for his consideration
- c. FAMS:
 - i. Fall Adventure FAM: Desert Days (Late October or early November 2026)
 1. Developed FAM premise, conducted invitation outreach
 - ii. Boat Parade of Lights individual FAM (Dec. 11-13)
 1. Developed FAM premise and shared for review and feedback

II. Influencer Relations

- a. Began influencer outreach to approved targets:
 - i. Selma Escobar of @selma_explores
 - ii. Mary of @blackhikerbabe

- iii. Danielle Fairbanks of @danielleoutdoors_
- iv. Heather & Jesse Gariepy of @adventurefamilyvolg
- b. Vetted and responded to incoming outreach:
 - i. Renee Beadle of @renee – Added to target list
 - ii. Katie McAleer of @katiefromboston – Added to target list
 - iii. Chy Smith of @chysolo – Passed on future partnership
 - iv. Melissa McNay of @wanderlust_withmel – Added to target list
 - v. Natalie Daddieco of @nataliedaddieco – Added to target list
 - vi. Rachel Kawate of @rachelkawate – Added to target list
 - vii. Karina Henry of @karinaworldwide – Added to target list
 - viii. Christian Scott of @lifeofchris – Passed on future partnership
 - ix. Gwyn and Ami Manser of @gwynandami – Added to target list
 - x. Aura of @mamaofkids_travels – Passed on future partnership
 - xi. Heather Blue of @heatherraebblue – Passed on future partnership
 - xii. Jacoya Miller of @travelnistaonthemove – Passed on future partnership

III. Social Media

- a. Ad performance highlights (full report linked [here](#))
- b. Boosted posts
 - i. Newsletter sign-ups – traffic boost
 - 1. 15,750 impressions, earning 584 link clicks to the sign-up page on the website
 - ii. US News media hit – engagement boost
 - 1. 5,584 impressions, earning 777 post engagements

Run Dates	Campaign	Impressions	Post Engagements	Link Clicks	Cost per Result	Click-Through Rate
July 23-31	General Awareness	8,004	797	663	\$0.24	4.21%
Aug. 1-31	General Awareness	24,301	3,271	2,837	\$0.11	6.97%
Aug. 1-31	First Friday (Locals)	5,325	539	498	\$0.13	9.35%
Aug. 1-31	First Friday (Weekend Visitors)	5,834	572	537	\$0.12	9.20%
TOTALS		43,464	5,179	4,535	\$0.15	7.43%

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