



**PR Report**  
BPR x Go Lake Havasu  
February 2026

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

| Publication Date | Publication          | Reach      | Article Headline                                                                        | Article Link         |
|------------------|----------------------|------------|-----------------------------------------------------------------------------------------|----------------------|
| Feb. 4, 2026     | Pax News             | 31,496     | Arizona ramps up outreach to Canadian travellers at T.O. event                          | <a href="#">LINK</a> |
| Feb. 14, 2026    | The Arizona Republic | 3,860,140  | 97 reasons why we love Arizona                                                          | <a href="#">LINK</a> |
| Feb. 15, 2026    | Fox News             | 48,092,384 | Most searched US spring break destinations for this year, with some surprises           | <a href="#">LINK</a> |
| Feb. 23, 2026    | Travel Noire         | 17,853,810 | These Spring Break Destinations Are Trending For 2026 -- With Florida And Mexico On Top | <a href="#">LINK</a> |
| Feb. 24, 2026    | Men's Journal        | 15,082,382 | New Study Names No. 1 Spring Break Destination in America                               | <a href="#">LINK</a> |
| Feb. 24, 2026    | Islands              | 2,927,053  | Arizona's 5 Best Beaches For Fun On The Water, According To Reviews                     | <a href="#">LINK</a> |

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

| Post Date    | Channel         | Followers | Coverage Type   | Coverage Link        |
|--------------|-----------------|-----------|-----------------|----------------------|
| Feb. 5, 2026 | jess.kesti96    | 262,000   | IG In-feed Reel | <a href="#">LINK</a> |
| Feb. 5, 2026 | jessica.kesti.1 | 69,000    | FB In-feed Reel | <a href="#">LINK</a> |

**RECENT/CURRENT PR & INFLUENCER ACTIVITY**

**I. Development**

- a. Presented 2026 PR strategy and tactical calendar
- b. Developed Spring FAM itinerary highlighting key restaurants, activities and sights around Lake Havasu City
- c. Provided submission toolkit for 2027 Good Housekeeping Travel Awards
- d. Drafted a statement around Shawn's resignation
  - i. Supported local media responses, as needed

**II. Media Relations**

- a. Conducted national and local/regional media outreach surrounding numerous angles, including:
  - i. Spring FAM invites
  - ii. Spring break getaways
- b. Identified opportunities via media leads surrounding numerous angles, including:
  - i. Emese Maczko (Forbes): Five spring trips in the U.S. to and beyond wildflower displays

- ii. TravelPulse: Best warm-weather destinations to usher in spring
  - iii. Rachel Belkin (Probe The Globe): Best spring break destinations for families with older children
- c. Secured and coordinated media attendees for upcoming spring FAM (March 23-26):
  - i. Sandra Lee (Mommy Poppins, 7x7)
  - ii. Lux Butler (AZ Big Media)
  - iii. Gwen Kleist (SheBuysTravel)

### **III. Influencer Relations**

- a. Vetted several inbound influencer requests for possible partnership in 2026, as budgets are confirmed:
  - i. Courtney & Matt, @thisworldofadventure
  - ii. Alysse Dalessandro, @readytostare
  - iii. Jamie Young, @justsimplywander
  - iv. Anissa Borchardt, @herjoliejourney

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