



PR Report
BPR x Go Lake Havasu
January 2026

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

Publication Date	Publication	Reach	Article Headline	Article Link
Jan. 2, 2026	City Cast Las Vegas	14,203	What to Do in Las Vegas in January 2026	LINK
Jan. 13, 2026	The Arizona Republic	3,934,407	Lake Havasu has iconic beaches. Everything to know to plan your trip	LINK
Jan. 13, 2026	KJZZ-FM	294,616	Lake Havasu State Park is on this best U.S. beaches list. Mayor says he's not surprised	LINK
Jan. 20, 2026	AARP	17,853,810	Presidents Day Celebrations to Kick Off America's 250th Anniversary	LINK
Jan. 22, 2026	Neon Las Vegas	229,600	Top 10 things to do in Las Vegas this week	LINK

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

Post Date	Channel	Followers	Coverage Type	Coverage Link
Jan. 23, 2026	jess.kesti96	262,000	IG Stories	LINK
Jan. 24, 2026	jess.kesti96	262,000	IG Stories	LINK
Jan. 25, 2026	jess.kesti96	262,000	IG Stories	LINK
Jan. 25, 2026	jess.kesti96	262,000	IG In-feed Reel	LINK
Jan. 25, 2026	jessica.kesti.1	69,000	FB In-feed Reel	LINK
Feb. 5, 2026	jess.kesti96	262,000	IG In-feed Reel	LINK
Feb. 5, 2026	jessica.kesti.1	69,000	FB In-feed Reel	LINK

RECENT/CURRENT PR & INFLUENCER ACTIVITY

I. Development

- a. Developed 2026 PR strategy and tactical calendar for review
- b. Ideated activations and offerings for a Go Lake Havasu booth at community events
- c. Organized an image slideshow and preparation materials for TravMedia's International Media Marketplace (IMM)

II. Media Relations

- a. Conducted national and local/regional media outreach surrounding numerous angles, including:
 - i. Individual media visit invites: Havasu Balloon Festival (regional, national)
 - ii. 2026 Year of the Horse travel with a focus on Gen Z travelers and outdoor adventurers (national)
 - iii. Romantic getaways: Lakefront paradise for two (national)
 - iv. Spring FAM invites
 - v. Spring break getaways
- b. Identified opportunities via media leads surrounding numerous angles, including:
 - i. Amber Nelson (Arizona Highways, Phoenix Magazine, AFAR): Arizona travel story ideas, local sources and under-the-radar places
- c. Secured and coordinated a media hosting for the 2026 Havasu Balloon Festival & Fair:
 - i. Rob Kachelreiss (City Cast Las Vegas, Thrillist): Hosted Jan. 24-25 at Heat Hotel and The Chair.
- d. Attended TravMedia's IMM on behalf of Go Lake Havasu and raised awareness of the destination through 30+ meetings with national travel writers

III. Influencer Relations

- a. Distributed invites and received interest in attending the 2026 Havasu Balloon Festival & Fair from the following creators
 - i. Natasha of @azfamilyadventures
 - ii. Jessica of @jess.kesti96
 - 1. Confirmed with Jessica
- b. Organized itinerary in partnership with Go Lake Havasu team for @jess.kesti96 partnership surrounding Balloon Festival and general destination activities

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