



PR Report
BPR x Go Lake Havasu
June 2026

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

Publication Date	Publication	Reach	Article Headline	Article Link
June 6, 2026	Mommy Poppins	637,608	Lake Havasu With Kids: 39 Fun Things To Do for an Epic Family Trip	LINK
June 7, 2026	Parade	25,281,718	Thousands of Retirees Are Skipping Florida for This One Sunny Arizona City	LINK
June 8, 2026	Only In Your State	2,227,719	Endless Outdoor Adventures Await in These 5 Small Towns in Arizona	LINK
June 12, 2026	Travel + Leisure	9,798,816	This Is the Sunniest Lake Destination in the U.S. -- and It Gets More Sunshine Than Los Angeles	LINK
June 18, 2026	Fodor's Travel (Instagram)	193,000	Lake Havasu feature	LINK
June 23, 2026	Matador Network	434,646	Lake Havasu City's Only Beachfront Resort Has Kept Families Coming Back for Generations (and I Get It)	LINK
June 26, 2026	FOX10 (KSAZ-TV)	1,989,099	Celebrate July 4th in Phoenix and across Arizona: Where to see fireworks, celebrations - 2026	LINK

RECENT/CURRENT PR & INFLUENCER ACTIVITY

I. Media Relations

- a. Developed H2 strategy and tactical calendar for review and discussion in July
- b. Conducted national and local/regional media outreach surrounding numerous angles, including:
 - i. Fourth of July Celebrations
 - ii. Best Friend Trips: Outdoor adventure in Lake Havasu City
- c. Identified opportunities via media leads surrounding numerous angles, including:
 - i. Melissa Mahoney (Only In Your State): Top outdoorsy towns in Arizona
 - ii. Family Handyman: Best holiday festivals
 - iii. Best of the Southwest: Fourth of July firework displays
- d. FAMS:
 - i. Five Ways to Water (June 1-4)
 1. Completed Five Ways to Water FAM and conducted follow-up for coverage
 2. Initial coverage in Matador Network and Fodor's Travel Instagram ran; BPR anticipates additional digital coverage in Fodor's Travel in the coming weeks
- e. Awards:
 - i. Shared voting toolkit for Condé Nast Traveler 2026 Readers' Choice Awards, voting closed June 30. Winners will be announced on Oct. 6

II. Influencer Relations

- a. Confirmed influencer budget for 26/27 partnerships
- 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

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