



PR Report
BPR x Go Lake Havasu
May 2026

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

Publication Date	Publication	Reach	Article Headline	Article Link
May 1, 2026	Travel + Leisure	11,189,213	This 508-mile Road Trip on the 'Main Street of America' Takes You Past Cowboy Towns, Retro Diners, and Stunning Desert Beauty	LINK
May 8, 2026	Matador Network	423,442	100 years of the Great American road trip on Route 66	LINK
May 23, 2026	Islands	1,829,413	The American Southwest's 7 Most Breathtaking Spots For Camping In The Desert	LINK
May 30, 2026	BuzzFeed	25,557,726	10 Truly Mind-Blowing Facts I Came Across That Sound Totally Fake But Are completely True (And Fact-Checked)	LINK
May 30, 2026	WorldAtlas	7,634,312	The Lakes Featured In Hollywood Films	LINK

RECENT/CURRENT PR & INFLUENCER ACTIVITY

I. Media Relations

- a. Conducted national and local/regional media outreach surrounding numerous angles, including:
 - i. An Outdoor Adventurer's Guide to Lake Havasu
 - ii. Driving Route 66 in Arizona? Cool off at the State's Best Beach
 - iii. Nighttime Experiences for Summer
- b. Identified opportunities via media leads surrounding numerous angles, including:
 - i. TODAY with Jenna & Sheinelle: Summer travel destinations – outdoor adventure focus
- c. Coordinated outreach and follow-up of quarterly PR Hot Sheet for summer happenings
 - i. Met with local partners to discuss summer happenings and partnership opportunities
- d. FAMS:
 - i. Five Ways to Water (June 1-4)
 1. Developed Five Ways to Water FAM itinerary and secured comped experiences with local partners
 2. Secured two national media attendees:
 - a. Megan Arabian (Fodor's Travel)
 - b. Rebecca Sharp (Matador Network)
 3. Delivered Five Ways to Water FAM media hosting briefing for Go Lake Havasu and local partners
 4. Conducted follow-up for coverage, which will run in the coming weeks
- e. Awards:
 - i. Shared winners' announcement for USA Today 10Best voting lists
 1. Best Lake: Lake Havasu (#8)

2. Best Lake Beach: Windsor Beach at Lake Havasu State Park (#6)
 3. Best Lake for Water Sports: Lake Havasu (#8)
- ii. Shared voting toolkit for Condé Nast Traveler 2026 Readers' Choice Awards, voting closes June 30

II. Influencer Relations

- a. 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

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