PR Report
BPR x Go Lake Havasu
October 2026

MEDIA AND INFLUENCER COVERAGE HIGHLIGHTS (full report linked here)

Publication Date	Publication	Reach	Article Headline	Article Link
October 2, 2026	JasmineAlley.com	43,330	50 Most Beautiful Places to Visit in Arizona	LINK
October 6, 2026	Condé Nast Traveler	3,720,744	Top 15 beaches in the U.S.: Readers' Choice Awards 2026	LINK
October 13, 2026	Outside	158,553	Witches are taking over America's waterways on paddleboards this Halloween	LINK
October 13, 2026	ABC14 (KNXV-TV)	1,016,219	Arizona snowbird season is back: Here's where they're headed and what it means for the state's economy	LINK
October 14, 2026	When In Your State	45,671	Arizona interesting facts that make the state one of a kind	LINK

Total number of media stories in September: 24
Total number of media impressions in September: 195,998,888

RECENT/CURRENT ACTIVITY

I. **Media Relations**
   a. Developed quarterly PR report
   b. Conducted national and local/regional media outreach surrounding numerous angles, including:
      i. Fall road trip destinations
      ii. Winter festivities on the water in Lake Havasu City, Arizona
   c. FAMS:
      i. Fall Adventure FAM: Desert Days (Nov. 3-6/7, 2026)
         1. Secured three media attendees:
            a. Tabitha Britt, freelance (Mashable, SavorNation, AARP Travel)
            b. Alison Ramsey, freelance (FOX32 Chicago, Leisure Group Travel, The Epoch Times)
            c. Meagan Wristen, freelance (MommyTravels, PrimeWomen, USA Today 10Best travel expert)
         2. Booked flights and rental car
         3. Delivered media hosting briefing and finalized itinerary
      ii. Boat Parade of Lights individual FAM (Dec. 11-13, 2026)
         1. Continued to expand media invite list and conduct outreach

II. **Influencer Relations**

a. Outreach to approved targets:
    i. Heather & Jesse Gariepy of @adventurefamilyvlog (Top Choice)
        1. Negotiations underway for Spring 2027 partnership, holding to confirm GLH budget
    ii. Selma Escobar of @selma_explores
    iii. Mary of @blackhikerbabe
    iv. Danielle Fairbanks of @danielleoutdoors_
b. Vetted and responded to incoming outreach:
    i. Lily Yu of @deafjourney – Passed on future partnership
    ii. Chris & Sara of @chrisandsara – Passed on future partnership
    iii. Chris Nino of @nino.travels – Passed on future partnership
    iv. Jerika Shea of @tiplore_travel – Passed on future partnership

III. Social Media

a. Ad performance highlights (full report linked **here**)
b. Boosted posts
    i. Witch Paddle Reel – engagement boost
        1. 10,440 impressions, garnering an 81.79% engagement rate*
    ii. Conde Nast Traveler media hit – engagement boost
        1. 30,056 impressions, garnering an 83.75% engagement rate
    iii. General awareness Reel – engagement boost
        1. 13,193 impressions, garnering a 104.26% engagement rate

Run Dates	Campaign	Impressions	Post Engagements	Link Clicks	Cost per Click**	Click-Through Rate***
Oct. 1-31	General Awareness	83,761	14,354	6,014	$0.10	7.17%
Oct. 1-31	Run to the Sun Car Show	69,001	28,309	4,599	$0.03	7.28%
TOTALS	[redacted]	152,762	42,663	10,547	$0.07	7.23%

*Engagement rate benchmark is 0.5-1%

**Cost per click benchmark is $0.51

***Click-through rate benchmark is 2.76%

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