



PR Report
BPR x Go Lake Havasu
September 2026

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

Publication Date	Publication	Reach	Article Headline	Article Link
September 1, 2026	Phoenix Magazine	40,373	15 Fall Finds	LINK
September 1, 2026	Travel Dreams Magazine	2,903	Shoulder season golf destinations: In Lake Havasu, it's just getting started	LINK
September 2, 2026	Grand Canyon Journal	7,768	Find Unexpected History and Beaches in Lake Havasu	LINK
September 9, 2026	Sunset	159,619	Lake Havasu City, Arizona	LINK
September 11, 2026	Raising Arizona Kids	34,596	The Ultimate Guide to Fall Family Fun in Arizona	LINK
September 20, 2026	Islands	2,885,571	12 Top-Rated Lakes In Arizona For A Pristine Getaway	LINK

Total number of media stories in September: 22

Total number of media impressions in September: 192,405,167

RECENT/CURRENT ACTIVITY

I. Media Relations

- a. Conducted national and local/regional media outreach surrounding numerous angles, including:
 - i. Arizona's Most Colorful Weekend Takes Flight in January (long-lead)
 - ii. Lake Havasu City: An Unexpected Holiday Destination
 - iii. Local events: Boat Parade of Lights
 - iv. Shoulder-season golf destinations
- b. Identified opportunities via media leads surrounding numerous angles, including:
 - i. Mark Ellwood (New York Post): Halloween destinations with a particularly noteworthy event or an unusual tradition that should be better known
 - ii. Leslie Hughes (TravelPulse): Travel destinations for recreational activities
- c. FAMS:
 - i. Fall Adventure FAM: Desert Days (Nov. 3-6/7, 2026)
 1. Developed FAM premise, conducted invitation outreach
 - ii. Boat Parade of Lights individual FAM (Dec. 11-13, 2026)
 1. Developed FAM premise, conducted invitation outreach
- d. Miscellaneous: Secured Lake Havasu City's listing in the 2026 Sunset Travel Directory

II. Influencer Relations

- a. Began influencer outreach to approved targets:
 - i. Heather & Jesse Gariepy of @adventurefamilyvlog (Top Choice)
 - 1. Interested in a visit in Spring 2027
 - ii. Selma Escobar of @selma_explores
 - iii. Mary of @blackhikerbabe
 - iv. Danielle Fairbanks of @danielleoutdoors_
- 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
 - x. Aura of @mamaofkids_travels – Passed on future partnership
 - xi. Heather Blue of @heatherraebblue – Passed on future partnership
 - xii. Jacoya Miller of @travelnistaonthemove – Passed on future partnership
 - xiii. David and Chiara of @butterchops_ – Passed on future partnership

III. Social Media

- a. Ad performance highlights (full report linked [here](#))
- b. Boosted posts
 - i. First Friday Reel – engagement boost
 - 1. 39,727 impressions, garnering a 163.7% engagement rate*
 - ii. Yahoo Creators media hit – engagement boost
 - 1. 26,425 impressions, garnering a 9.08% engagement rate

Run Dates	Campaign	Impressions	Post Engagements	Link Clicks	Cost per Click**	Click-Through Rate***
Sept. 1-30	General Awareness	79,602	8,691	6,342	\$0.09	7.99%
Sept. 1-30	IJSBA World Finals	68,626	5,474	4,789	\$0.10	6.98%
TOTALS		148,228	14,165	11,131	\$0.10	7.49%

*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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