

APRIL PR REPORTING
MAY 20, 2026

THOUSAND ISLANDS

 MADDEN

1000 Islands

THE RUNDOWN

→ **Media Monitoring**

→ **Press Conversations**

→ **2026 Press Trip Planning**

→ **What's Next**

April Media Monitoring – Madden Secured

Extended Weekend Getaways Magazine, [Easy Escapes: Waterfront Retreats Worth Slowing Down For](#)

UVM: 3,337

Result from Pitching

Matador Network Newsletter, [A New Cruise Sets Sail Through the Thousand Islands and Great Lakes](#)

- Delivered: 216,771
- Open rate: 31.03%
- Unique opens/impressions: 67,265
- Total opens (subscribers opening the email multiple times): 92,338

Result from pitching and press trip invite

MATADOR NETWORK

A New Cruise Sets Sail Through the Thousand Islands and Great Lakes



Embark on a scenic journey through the Thousand Islands, an archipelago of over 1,800 islands dotted with storybook castles and tree-lined shores. In Clayton, discover maritime history at the renowned Antique Boat Museum, then savor the flavors of a local vineyard as you can taste signature wines and learn the art of winemaking from grape to glass.

Continue to Ogdensburg, a tranquil gateway to the St. Lawrence River, before heading to Rochester, where history comes alive at the Susan B. Anthony House, celebrating the life and legacy of this pioneering activist. Enjoy a leisurely day cruising across the vast expanse of Lake Ontario, followed by a journey through the engineering marvel of the Welland Canal, which connects Lakes Ontario and Erie.

Conclude your adventure in Buffalo, where you can admire the shores of Lake Erie, explore the revitalized Canalside waterfront, and experience the awe-inspiring beauty of Niagara Falls.

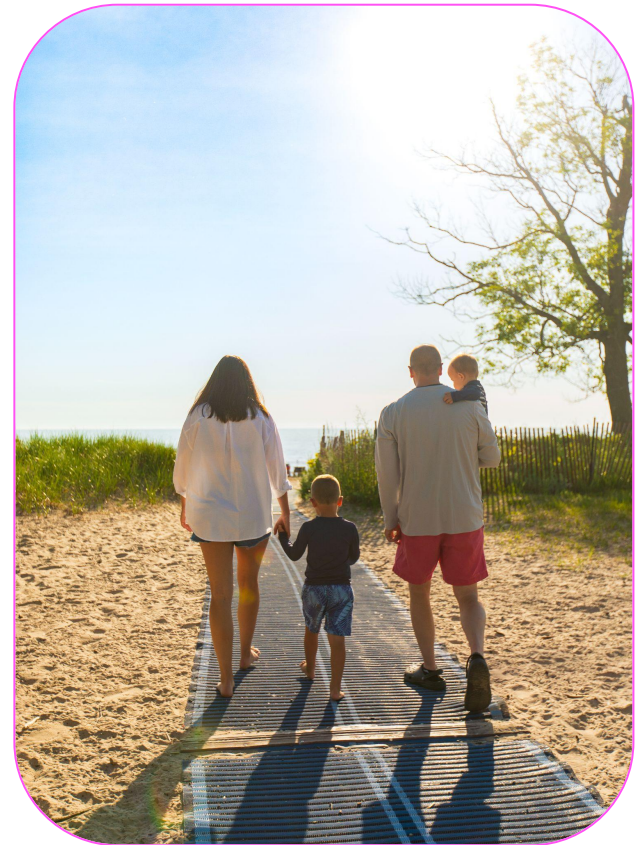
April Media Monitoring – General

MEDIA OUTLET	ARTICLE	UVM	SHARES
Yahoo	Operation Song & NCTAT partner for Clayton fundraising concert	379,895,392	0
MSN	Solaris tours to start Friday at Hudson River Maritime Museum	85,694,671	0
Narcity	Ontario is home to the 'Venice of America' and it's a hidden oasis with sparkling waterways	1,276,049	0
Block Club Chicago	A Chicago Chef Claimed He Invented Thousand Island Dressing — But Did He Really?	1,129,695	0
WWNY-TV (Watertown, NY)	Uncle Sam Boat Tours celebrates 100 years on St. Lawrence River	309,864	0
To Do Canada	Mother's Day Brunch Cruises and Weekend Sightseeing in Ontario	253,042	2
Watertown Daily Times (Watertown, NY)	Clayton Spring Boat Show marking 50 years	52,169	0
Everyday Tourist	Off the Beaten Path in Canada: Lesser-Known Destinations and Activities	19,210	0

Leads, Pitches and Press Conversations

→ LEADS/PITCHES:

- ◆ **Pride Month Celebrations**
 - Sent to 42 journalists
- ◆ **Pop Culture in Travel (Set-Jetting)**
 - Sent to 15 journalists
- ◆ **Pop Culture Destinations** - Schitt's Creek Room, Wooden Boat Inn
- ◆ **Sheryl Nance-Nash, Newsday** - Shoulder Season Destinations
- ◆ **Molly O'Brien, Fodor's**: Most Beautiful Marina Towns in America
- ◆ **Robin O'Neil Smith, Extended Weekend Getaways**: Unique Summer Festivals
- ◆ **Noreen L Kompanik, TravelPulse**: Getaways with Mom
- ◆ **Kathleen Wilcox, Food & Wine, Wine Enthusiast, SevenFifty Daily**: 1000 Islands Wine
- ◆ **Stephanie Gravalese, Food and Wine**: Thousand Island dressing food story
- ◆ **Karla Walsh, Travel + Leisure, Allrecepies, Better Homes and Gardens, Veranda**: Thousand Island dressing food story
- ◆ **Erika Mailman, Time Out**: US Wine Destinations
- ◆ **Kelsey Wilking, Matador Network**: Summer events & Best Small Towns (Clayton)
- ◆ **Lola Mendez, Fodor's**: Smaller US cities for Pride
- ◆ **Brittany Anas, Forbes**: Overwater villas closer to home



Press Trips

Upcoming Press Trips:

- ◆ **Karon Warren:** AAA, Atlanta Journal-Constitution, USA Today 10Best
 - July 26-29
 - Flight has been booked
- ◆ **Judy Garrison/Len Garrison:** Atlanta Journal-Constitution, Southern Living, North Georgia Living
 - July 26-29
 - Flights have been booked
- ◆ **Kelsey Wilking - Matador Network**
 - September 15 - 18
 - Flight has been booked

Pending Press Trips:

- ◆ **Acacia Gabriel - Lonely Planet**
 - Checking back this month about dates later in the summer/fall
- ◆ **Allison Tibaldi - Family Vacationist, USA Today 10Best, USA Today, SmarterTravel, TourScoop**
 - Followed up about dates later in the summer/fall





What's Next

- Media monitoring
- Focused pitching
 - ◆ Any new hotel updates, tours, exhibits, etc.?
- 2026 press trip outreach
 - ◆ Itinerary planning
- Ashlea Halpern cruise questions for a possible story:
 - ◆ Are there any age minimums for children joining the cruises?
 - ◆ Are there babysitting services available upon request?