

MARCH PR REPORTING
APRIL 8, 2026

THOUSAND ISLANDS

 MADDEN

1000 Islands

THE RUNDOWN

→ **Media Monitoring**

→ **Press Conversations**

→ **2026 Press Trip Planning**

→ **What's Next**

March Media Monitoring – General

MEDIA OUTLET	ARTICLE	UVM	SHARES
Yahoo Life	Read about 'Miss Scarlett' on Saturday	367,170,973	0
Yahoo	12 charming New York towns perfect for a weekend getaway	367,170,973	0
Narcity	These VIA Rail train rides from Toronto take you on dreamy getaways for under \$100 round trip	1,607,345	0
Architectural Digest (India)	Taj Mahal isn't the only icon of love-here are 9 romantic buildings dedicated to love	1,100,507	0
The Journal News	12 charming New York towns perfect for a weekend getaway	1,099,940	0
The Times Herald-Record	New York towns good for a quick getaway, in Hudson Valley and beyond	127,253	0
Poughkeepsie Journal	New York towns good for a quick getaway, in Hudson Valley and beyond	126,379	0

Leads, Pitches and Press Conversations

→ LEADS/PITCHES:

- ◆ **Iona Brannon/AFAR:** Waterfront Getaways
- ◆ **Mark Chestnut/TravelPulse:** Pride Month Events
- ◆ **Patrice Williams/WPIX TV:** Quick trips from NYC

→ PRESS TRIP INVITES

- ◆ **Will McGough** - Forbes, Hotel Report, Backpacker
- ◆ **Shayla Martin** - AFAR
- ◆ **Bradford Pearson** - Philadelphia Magazine
- ◆ **Adam Erace** - Philadelphia Magazine, Philadelphia Inquirer, Travel + Leisure
- ◆ **Lindsay Cohn** - Vogue, Tripadvisor, Observer, The Zoe Report
- ◆ **Katie Chang** - Forbes, AFAR, Hotels Above Par, Virtuoso
- ◆ **Catherine Smith** - Philadelphia Magazine, USA Today 10Best
- ◆ **Brandon Withrow** - Cool Material, BBC, InsideHook



Press Trips

Upcoming Press Trips:

- ◆ **Karon Warren:** AAA, Atlanta Journal-Constitution, USA Today 10Best
 - July 26-29
- ◆ **Judy Garrison/Len Garrison:** Atlanta Journal-Constitution, Southern Living, North Georgia Living
 - July 26-29
- ◆ **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
 - ◆ Madden to start booking travel for press trips
 - ◆ Itinerary planning