

Presented to

# THOUSAND ISLANDS

December-February Reporting

March 11, 2024



**MADDEN**  
CONNECT PEOPLE TO PLACES



# **THE STUFF WE'RE TALKING ABOUT**

**Media Monitoring**

**Newsletter Reporting**

**Leads/Pitches/Press Conversations**

**Press Trips**

**Canadian Tariffs**



**SheBuysTravel & [MSN](#)**  
[Budget-friendly vs. Splurge-worthy: The 1000 Islands](#)  
Readership: 127,243,299

## Budget-friendly vs. Splurge-worthy: The 1000 Islands



By [Jennifer Merrick](#)

Updated November 25, 2024



# MEDIA MONITORING

\*Not a result of Madden work

Media Outlet	Article	Readership	Shares
Travel and Tour World	<a href="#">New York Tourism Faces Uncertain Summer as US and Canada Trade Tensions and Tariff Concerns Escalate</a>	2,827,778	19
CTV News	<a href="#">1,000 Islands Tourism concerned with potential lack of Canadian visitors to U.S. side amid Trump's threats</a>	10,369,623	10
Narcity	<a href="#">This region with dreamy islands and castles is one of Ontario's best spots to live, locals say</a>	1,729,641	5
Narcity	<a href="#">You aren't a true Ontarian unless you've been to at least 6 of these 12 dreamy vacations spots</a>	2,371,063	49
WorldAtlas	<a href="#">8 Most Eccentric Towns in Upstate New York</a>	5,704,883	160
WorldAtlas	<a href="#">8 Slow-Paced Towns to Visit in the Great Lakes</a>	5,704,883	15
WorldAtlas	<a href="#">8 Eclectic Small Towns In New York</a>	5,704,883	0
BoatBlurb	<a href="#">The Waterways We Love - The St. Lawrence Seaway &amp; The Great Lakes (Part 4)</a>	12,266	0

# MEDIA MONITORING

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Media Outlet	Article	Readership	Shares
Explore.com	<a href="#">Thousand Islands Is A Real East Coast Destination That Inspired The Tasty Salad Dressing</a>	552,185	1
AFAR	<a href="#">9 Castles and Landmarks That Were Built Because of Love</a>	969,285	199
Lonely Planet	<a href="#">19 best free things to do in New York State</a>	3,889,221	462
MSN (US)	<a href="#">How to enjoy the solar eclipse in the 1,000 Islands</a>	123,209,368	0
AFAR	<a href="#">Skip the Crowds on These Lesser-Known Islands Across the U.S.</a>	997,100	0
Field & Stream	<a href="#">The 10 Best Ice Fishing Destinations in the United States</a>	741,709	112
Daily Express	<a href="#">The tiny island that's the 'world's smallest' with only enough room for a house</a>	21,554,820	0
Leisure Group Travel	<a href="#">Thousand Islands in New York Itinerary</a>	7,585	0
Leisure Group Travel	<a href="#">Discover the Thousand Islands, NY as a Group</a>	7,585	0
Leisure Group Travel	<a href="#">New York Attractions: Exploring Heritage, Culture and the Great Outdoors</a>	7,585	0

# NEWSLETTER

In December, we sent out our quarterly newsletter to our curated media list focusing on pre-season and early season opportunities in 1000 Islands to get ready for.

**Open Rate:** 71.8%

**Opens:** 133

## Notable Opens:

- Catherine Dawson March - Features Editor & Travel Writer @ Globe & Mail
- Ann Ruppenstein - Managing Editor @ Travel Courier
- Michelle Zerillo-Sosa - Publisher @ Dolce Magazine, City Life Magazine
- Bob Sexton - Managing Editor @ Outdoor Canada

# 1000 Islands

Prepare for the 2025 Season in 1000 Islands



The 1000 Islands region of New York is beautiful in the winter and early spring, with activities abound, but their full breadth of offerings blossom when spring and summer commences. Visitors from all over the U.S. and Canada look forward to summer holiday travel to the St. Lawrence River as the season begins. Discover the beginning of the high

# LEADS & PITCHES

- **TravelPulse** - Wine Country Regions
- **Fodor's Travel** - Private Islands to Visit
- **USA Today** - Destinations for Adult Gap Year Travel
- **Good Housekeeping** - Girlfriend Getaways
- **US News & World Report** - Romantic Getaways in the US

**Fodor's Travel**



**GOOD  
HOUSEKEEPING**

# GROUP PRESS TRIP

- [Paul Knowles](#)

- Based in Ontario
- Freelances for Vacay Network, Vacay, The Toronto Star

**Pending:**

- [Alex Gonthier](#) - Elle Canada
  - Based in Montreal
- [Waheeda Harris](#) - Travelweek, Globe & Mail, BOLD Traveller
  - Based in Toronto



# WHAT'S NEXT

- Focused pitching
- Press trip invites
  - Booking for 2025
  - Group press trip
- Next Newsletter Topic & Timing
- 2025 media marketplace: TMAC

