



SEPTEMBER - DECEMBER PR REPORTING  
DECEMBER 18, 2025

# THOUSAND ISLANDS

 MADDEN

---

**1000 Islands**

---

# THE RUNDOWN

→ **Media Monitoring**

---

→ **Press Conversations**

---

→ **2026 Planning**

---

→ **What's Next**

---



# Media Monitoring – Madden Secured

**Time Out,** [The 23 most impressive castles in America](#)

Readership: 10,832,105

Shares: 1,856

*Result from Pitching*

**Travel Pulse,** [American Cruise Lines to Debut New Ships. New Itineraries in 2026](#)

Readership: 123,596

*Result from Pitching*

**Culture Mag,** [Falling in Love with Gananoque in the Fall: A Thousand Islands Escape](#)

Readership: 442

*Result from 2024 press trip*

**Curated Travel Magazine,** [American Cruise Lines Unveils a New Way to Explore the Great Lakes & Thousand Islands](#)

*Result from Pitching*



## The 23 most impressive castles in America

Our castles aren't as old as Europe's... but they are made to look that way!

### 2. Boldt Castle | Alexandria Bay, NY



Photograph: Courtesy Visit 1000 Islands

**What is it?** A stone turreted castle on an island with a tragic backstory.

**Why go?** This extraordinary summer dream home called [Boldt Castle](#) is on Heart Island, part of New York's famed Thousand Islands. Hotel magnate George C. Boldt (proprietor of the Waldorf Astoria in New York City) began construction on this six-story private home in 1900 as a gift to his wife but stopped four years later when she suddenly died. Boldt never returned to the premises, and the unfinished castle fell into disarray until the Thousand Island Bridge Authority bought the island in 1977 for \$1. Boldt Castle and its nearby yacht house have since been completed and can be visited during the warm months, but only by boat. You'll need to book a ride with one of several boat tour operators or have your own craft.

# SEPTEMBER – DECEMBER Media Monitoring – General

MEDIA OUTLET	ARTICLE	UVM	SHARES
Wanderlust (magazine)	<a href="#">10 ways to head off the beaten path in New York State</a>	117,963	0
Travelweek	<a href="#">What's New This Winter in New York</a>	27,981	0
The Travel	<a href="#">27,000 Canadians Pumped The Brakes On Road Trips To This U.S. State As Travel Boycott Drags On</a>	3,542,648	0
CJOH-TV (Ottawa, ON)	<a href="#">27K fewer road trips from eastern Ontario to New York State in October, statistics show</a>	8,489,276	0
Travel + Leisure	<a href="#">This 500-mile Road Trip Is One of the Best Ways to See the East Coast—With Castles, Waterfalls, and Cute Coastal Towns</a>	9,556,081	56
Open Jaw	<a href="#">On Location: I Love NY Ramps Up to Win Back Hearts of Canadians</a>	46,782	1
Travelweek	<a href="#">Discovering New York State's autumn charms, from the Hudson Valley to the Finger Lakes</a>	27,981	1
Yahoo Style Canada	<a href="#">This Adirondacks River Flowing Into Lake Ontario Is A Recreation Haven Surrounded By Wildly Charming Villages</a>	752,383	1

# SEPTEMBER – DECEMBER Media Monitoring – General

MEDIA OUTLET	ARTICLE	UVM	SHARES
PAX Magazine	<a href="#">On Location: Autumn adventures await - New York State reaches out to Canadian travellers</a>	21,538	8
PAX Magazine	<a href="#">On Location: Autumn adventures await - New York State reaches out to Canadian travellers</a>	21,538	8
MyBartender	<a href="#">The Top 30 Wineries in New York State Ranked</a>	166,531	0
TravelPulse	<a href="#">American Cruise Lines to Offer New Great Lakes Itineraries in 2026</a>	123,596	19
The (Toronto) Star	<a href="#">From the parking lot to the captain's chair - Matt Harper on a lifetime spent cruising the St. Lawrence River</a>	4,892,120	0
Vacay	<a href="#">Coastal Road Trips and Inland Escapes That Define Canadian Travel</a>	3,826	0
The Globe and Mail	<a href="#">Indulge in some colour therapy</a>	5,882,799	0
SurferToday	<a href="#">Hub Island: the curious story of the world's smallest inhabited island</a>	193,868	2

# Press Conversations

## → CONVERSATIONS:

- ◆ Susan Glaser, [Cleveland.com](https://www.cleveland.com) - thanked her for her story and offered to assist with her next visit

## → LEADS/PITCHES:

- ◆ Eric Bowman, TravelPulse – Fall Foliage Destinations
- ◆ Acacia Gabriel, Lonely Planet – Affordable US Destinations
- ◆ Sarah Kuta, AGENTatHome Magazine – New American Cruise Lines Route
- ◆ Mia Taylor, TravelPulse – Leaf Peeping Destinations
- ◆ Ashlea Halpern, AFAR – Family Trips Your Kids Will Never Forget
- ◆ Ashlea Halpern, Oprah Daily - New American Cruise Lines Route
- ◆ Sarah Sekula, USA Today – New York Travel
- ◆ Megan DuBois, Family Vacationist - Unique Vacation Ideas for 2026
- ◆ Sheryl Nash, Livability - Where to go in 2026
- ◆ Lauren Harano - US Road Trips
- ◆ Eric Bowman, TravelPulse - Where to go in 2026
- ◆ Sandra Thomas-Comenole, Curated Travel Magazine - New American Cruise Lines Route
  - [Coverage](#)

# 2025 Year End Report

## → Secured Coverage:

- ◆ 15 Pieces of secured coverage
- ◆ 303,619,319 total impressions
- ◆ Highlight publications: [Forbes](#), [The Knot](#), [Time Out](#), [Globe & Mail](#)

## → Press Trips:

- ◆ [Chris & Bri Mitchell](#): June 25-27
- ◆ [Sarah Efron](#) July 10 - 11
  - Resulting coverage [here](#)
- ◆ [Jennifer Weatherhead](#): October 9-11
- ◆ Group Press Trip: October 7 - 8

## → Media Mission:


- ◆ Toronto Dinner: May 15, 2026
  - 10 Media attendees
  - Resulted in [coverage from Maureen Littlejohn](#) as well as a press trip for Jennifer Weatherhead

## → Newsletter:

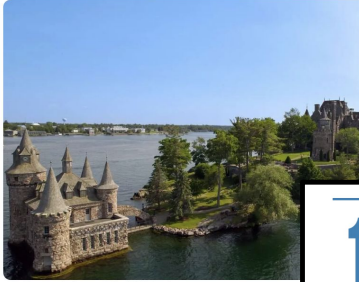
- ◆ In April, we sent a newsletter out to Canadian media on your behalf that was written as a more personal “Letter from Corey” to reach out to journalists during the turbulent political climate.
  - **Open Rate:** 79.4%
  - **Opens:** 142
  - **Responses:** 6

## → TMAC

- ◆ Meghan attended the 2025 TMAC Media Marketplace on behalf of New York's 1000 Islands, conducting 20 meetings with top Canadian media



**2. Boldt Castle | Alexandria Bay, NY**



LD Photograph: Courtesy Visit 1000 Islands

**What is it?** A stone turreted castle on an island with a tree-lined path leading to the water.

**Why go?** This extraordinary summer dream home called Boldt Castle, part of New York's famed Thousand Islands. Hotelier George Boldt (proprietor of the Waldorf Astoria in New York City) began building this story private home in 1900 as a gift to his wife but stopped when she suddenly died. Boldt never returned to the premises and the castle fell into disarray until the Thousand Island Bridge Authority opened it in 1977 for \$1. Boldt Castle and its nearby yacht house have been restored and can be visited during the warm months, but only by booking a ride with one of several boat tour operators or have your own boat.



# 1000 Islands

Let's talk, neighbor to neighbour. The 1000 Islands has always been a place where Canadians and Americans come together—whether for a weekend getaway, a family reunion, or to simply soak in the natural beauty of the St. Lawrence River.

We know the political back-and-forth over tariffs and trade isn't exactly setting the stage for warm and fuzzy travel vibes right now. But here's the thing: The 1000 Islands isn't about politics. It's about people. It's about the families who've made this their vacation tradition for generations. It's about the friendships that don't stop at the border. It's a destination that celebrates its uniqueness of American and Canadian soil.

Here on the American side of the 1000 Islands, we understand that crossing the border right now isn't high on your priority list. But I hope you know that we are thinking of you and value our relationship more than ever. Our partnership and friendship is the core of why the 1000 Islands thrives. It takes both of our countries to celebrate our castles, waterways and small-town charm.

I know these conversations are best left in person, which is why I'm headed to Toronto on May 15 for a media mission. I would love to have the opportunity to meet with you.



# 2026 Planning: Domestic Key Pillars & Messaging

## **Pillar 1: Gilded Age Architecture**

- Dive into the deep Gilded Age history with a tour of the 1000 Islands' beautiful castles
- Take a chartered boat tour to see not only both Singer and Boldt Castles, but also the region's stunning mansions and historic lighthouses
- Feeling adventurous? Book a stay at the suite at Singer Castle to really immerse yourself in this rich history

## **Pillar 2: Slow Down with New York's 1000 Islands**

- During these hectic times, the slow travel trend is becoming increasingly popular
- We will encourage visitors to spend a long weekend in the 1000 Islands: relaxing by the water, taking in nature, playing a round of golf or kayaking in the calm waterways.

## **Pillar 3: Drink and Dine Local**

- Explore a burgeoning craft beverage region with the 1000 Islands
- The region is home to many microbreweries (including one next to the Antique Boat Museum), stunning wineries/vineyards and craft distilleries.
- Charter a boat to Grindstone Island Winery, a popular local spot only accessible by boat!
- Visit some of the region's best farms, producers and beverage establishments with a self-guided 1000 Islands Agricultural Tour.

## **Pillar 4: The Great Outdoors**

- Explore the vast offerings of 1000 Islands' outdoor adventure
- Incorporate activities like kayaking and fishing into writer itineraries and media pitches







# What's Next

## → IMM

- ◆ Send final one-sheeter for approval
- ◆ Make appointments
- ◆ Madden Media IMM event: January 21, 2026
- ◆ IMM Media Marketplace: January 22, 2026

## → Focused pitching

## → 2026 press trip outreach