



1000 ISLANDS

DOMESTIC PR STRATEGY

Let's Get Down To Business

→ Reporting

- ◆ Monthly overview
- ◆ Key metrics
 - What pieces of PR will be important for your stakeholders to prove ROI?
 - What KPIs are important for your reports; i.e. UVM/readership/impressions, sentiment, etc.?
 - What does success look like to you?

→ Communication

- ◆ Press alerts/recaps
- ◆ Press Visits
 - Itinerary-Building

→ Burning Questions



Where We're Going

Building off momentum from past PR work, your PR team has a two key goals to define the next year of leisure earned media strategy.

Goal 1: Elevate the 1000 Islands as a Premier Summer and Shoulder-Season Destination

- Secure placements in Tier-1 lifestyle, travel, or outdoor publications highlighting the area's unique blend of nature, heritage, and water recreation.
- Position the 1000 Islands as a hidden gem for nature-based tourism—appealing to travelers seeking slower, scenic, and authentic experiences.

Goal 2: Amplify the People-Forward and Experiential Stories Behind the Destination

- Develop feature-driven pitches around local makers, guides, and community ambassadors to secure human-interest stories in regional and national outlets.



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.

MEDIA TOUCHPOINTS

→ Core Proactive Pitching Efforts

- ◆ Always on proactive pitching regarding your core assets
 - What's New
 - Seasonality
 - Cultural
 - Core Destination Ambassadors
 - Continued Canadian/US border info

→ Media Marketplace: IMM

- ◆ Representation at IMM building niche awareness with a national audience to drive a press trip pipeline and fresh storytelling opportunities

→ Press Visits

- ◆ Three key writer visits focusing on driving unique visitor experiences and stretching seasonality.



Curated Media Lists

Target media lists serve as the foundation for your account. We will curate lists that are filled with local, regional, and top-tier national outlets and freelancers.

Sample Target Publications

- *Travel + Leisure*
- *Outside Magazine*
- *National Geographic Traveler*
- *Lonely Planet*
- *AFAR*
- *Matador Network*
- *Conde Nast Traveler*
- *Toronto Sun*
- *Wine Enthusiast*
- *InsideHook*
- *Essence*
- *Dreamscapes*
- *Time Out New York*



TRAVEL+
LEISURE

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Media Conversations

We're excited to connect national writers with your destination to experience different story angles stories of 1000 Islands first-hand. Here's a few writers we have in mind:

- [Ashlea Halpern](#), Freelance - *Conde Nast Traveler, Oprah Daily, AFAR*
 - Ashlea covers everything from adventure travel, family travel and overall destination coverage. She also contributes to many 'Best Of..' lists
- [Brandon Withrow](#), Freelance - *Cool Material, Sierra Magazine, National Geographic Traveler*
 - Brandon specifically loves outdoor adventure and unique experiences
- [Tykesha Burton](#), Freelance - *Essence, AFAR, TravelAge West, Travel + Leisure*
 - Tykesha, based in D.C., covers solo travel, family travel and general destinations guides
- [Matt Kirouac](#), Freelance - *Matador Network, AFAR, InsideHook*
 - Matt covers food/beverage, LGBTQ+ travel, quirky/hidden gems
- [Taryn Shorr-Mckee](#) Freelance - *Matador Network, Lonely Planet, Travel + Leisure*
 - Taryn writes large destination guides, outdoor adventure stories and food/beverage stories
- [Erin Gifford](#), Freelance - *AAA, Lonely Planet, Washingtonian*
 - Erin loves to cover outdoor adventure, road trips and family travel



2025-2026 Editorial Overview

	Nov 25	Dec 25	Jan 26	Feb 26	Mar '26	Apr '26	May '26	Jun 26	Jul 26	Aug 26	Sep 26	Oct 26	Nov 26	Dec 26
Media Outreach														
Press Trips								Press Trip #1	Press Trip #2	Press Trip #3				
Media Marketplace			IMM											



Start with empathy.
Build with insight.
Finish with heart.