

FEBRUARY PR REPORTING
MARCH 11, 2026

THOUSAND ISLANDS



1000 Islands

THE RUNDOWN

→ **Media Monitoring**

→ **Press Conversations**

→ **2026 Press Trip Planning**

→ **What's Next**

FEBRUARY Media Monitoring – General

MEDIA OUTLET	ARTICLE	UVM	SHARES
Travel + Leisure Southeast Asia	10 Of The World's Most Beautiful Architectural Tributes To Lost Love	353,682	0
Yachting Magazine	Cruising the Thousand Islands	22,905	2
Taking The Kids	This Stunning Castle In New York Is So Beautiful You Will Want To Visit As Soon As This Spring	8,613	0
Yahoo Life	Feb. 28: Wine, Beer, Food & Artisan Festival	367,170,973	0
The River Reporter	Treasure hunt: 5 heart-shaped places to visit across the states	17,807	0
I Love New York	12 Ways to Step Back in Time in New York State	293,027	0
Forbes	5 Trips To Take With Your Tax Refund	58,739,060	1

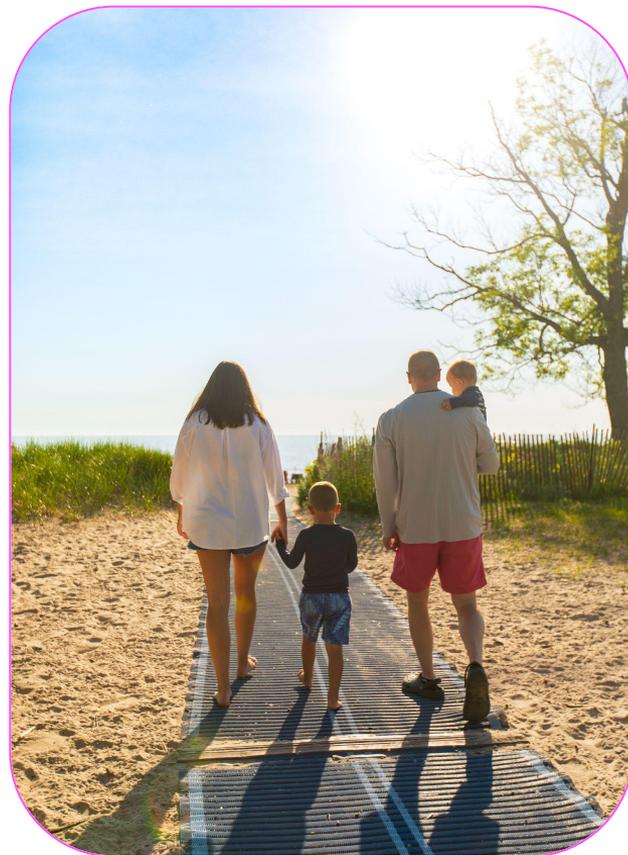
Leads, Pitches and Press Conversations

→ LEADS/PITCHES:

- ◆ **Jamie Smith/AARP:** Bucket List trips for older women
- ◆ **Valerie Raines/AFAR:** Slow travel destinations
- ◆ **Hannah Walhout/AFAR:** River Cities
- ◆ **Gilly Pickup/Cruise Trade News:** River Cruise
- ◆ **Sucheta Rawal/National Geographic:** Destinations to visit in 2026
- ◆ **Robin O'Neal Smith/Extended Weekend Getaways:** Waterfront Retreats

→ IMM FOLLOW UP:

- | | |
|------------------|-------------------|
| ● Tamara MC | ● Acacia Gabriel |
| ● Adam Erace | ● Kyra Shapurji |
| ● Shayla Martin | ● Allison Tibaldi |
| ● Kelsey Wilking | ● Karon Warren |
| ● Erik Trinidad | ● Judy Garrison |
| ● Laura Beausire | ● Jeryl Brunner |
| ● Daniel McGuin | ● Lina Zeldovich |
| ● Kim Westerman | ● Mikkel Woodruff |
| ● Hilary Nangle | |



IMM Press Trip Conversations

- ◆ **Shayla Martin** - AFAR
- ◆ **Kelsey Wilking** - Matador Network
 - Press trip: September 15 - 18
- ◆ **Erik Trinidad** - Lonely Planet, InsideHook, Travel + Leisure
- ◆ **Laura Beausire** - Mountain Living, Food & Wine, TravelAge West, Travel + Leisure
- ◆ **Acacia Gabriel** - Lonely Planet
 - Checking back this month about dates later in the summer/fall
- ◆ **Kyra Shapurji** - Fathom, Time Out, Hotels Above Par
- ◆ **Allison Tibaldi** - Family Vacationist, USA Today 10Best, USA Today, SmarterTravel, TourScoop
 - Checking back this month about dates later in the summer/fall
- ◆ **Karen Gardiner** - AFAR, Nat Geo, Conde Nast Traveler
- ◆ **Karon Warren**: AAA, Atlanta Journal-Constitution, USA Today 10Best
- ◆ **Judy Garrison/Len Garrison**: Atlanta Journal-Constitution, Southern Living, North Georgia Living
 - **NOTE**: Karon, Judy and Len are requesting to travel together



Other Press Trip Invitations

- ◆ **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
- ◆ **Robert Annis** - InsideHook, Outside
 - Fishing press trip
 - Jodi will be following up on dates
- ◆ **Matthew Bailey**: Must Do Canada
 - TMAC meeting from two years ago - wants a press trip this year
 - Media kits with pricing [here](#) and [here](#)





What's Next

- Media Monitoring
- Focused pitching
- 2026 press trip outreach