



Appendix: 2025 Media Coverage Summary Explanation

It typically takes anywhere from three months to two years for a story to be published following contact with a journalist. However, with the growth of Instagram, TikTok, and Facebook digital media stories, social media posts are often happening *during* a visit.

We hosted **22** writers and creators in 2025, covering topics ranging from biking and kayaking to arts and whales. This included sending invitations to several travel writers to assist DVA, the PR firm that works with Outdoor Odysseys, for a hosted FAM tour in late June. A hosted press tour about taking a “coolcation” on San Juan Island—escaping hot summer temperatures—became a story for the Associated Press wire service and syndicated to at least nine outlets.

We tracked **1,007** relevant articles mentioning the San Juans in a positive light (see attached spreadsheet with tabs at the bottom delineating the origin of the articles). Total reach of all articles is estimated at **12,620,240,322 readers**, based on both Cision and Muck Rack, and publicity value equals **\$6,459,735**, according to Cision’s algorithms.

92 of the total media mentions in 2025 were the result of Visitors Bureau assistance, making just over 9% of the total for the year. Either through a hosted press trip between 2019 and 2025, an interview with the Communications & Stewardship Manager, fact-checking, or helping with information or photo requests. The total reach for these mentions came to **175,704,965**, and the publicity value was just over **\$2.4 million**.

Of Note in 2025

Toronto Star [I went cycling on a peaceful archipelago where you can bike a new island each day - and it's close to Canada](#), January

The Weather Channel, [Best in State: Washington](#), January

Seattle [Get to Know Friday Harbor's First Friday](#), May

NBC Right Now [As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views](#), June

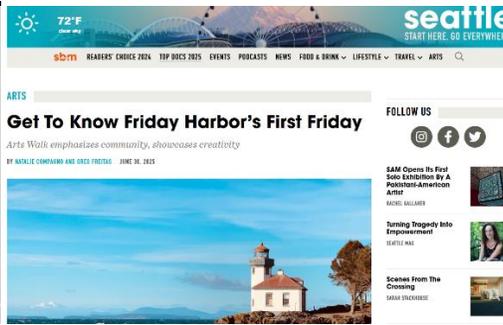
Sunset [This Underrated Island in the Pacific Northwest is the Perfect Weekend Getaway](#), June
1889, Where Creativity Meets the Current, August/September

Blue Dot Living [Traveling Lightly Over the Salish Sea](#), September

Indian Country Today [San Juan Islands: a Visit to an Indigenous Place](#), September

Northwest Travel & Life [The San Juan Islands in the Quiet Season](#), November

Edible Seattle [Warmth from Within](#), December



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The San Juan Islands in the Quiet Season

by Nicholas O'Connell | Nov 17, 2025 Updated Nov 18, 2025

This Underrated Island in the Pacific Northwest Is the Perfect Weekend Getaway

This agricultural and aquatic wonderland remains a gem on the Salish Sea.



In October 2025, we began the transition to the Muck Rack media tracking service, so for three months we had access to both Cision and Muck Rack platforms to search for mentions. Since each uses a slightly different algorithm, the article count is higher this year than usual. We made the transition to Muck Rack due to changes in Cision's services. Muck Rack does not calculate publicity value, so that metric will not reflect the value of the total coverage in 2025.

The largest reach came from articles posted to sites like Yahoo with approximately 400 million, MSN at 45 million, and News Break at 18 million. Yahoo, AOL, Flipboard, and News Break pick up content from other sites, but don't generate unique articles. Yahoo had 22 articles, News Break had 39, and MSN had 50 in 2025. The largest publicity values came from a feature article and other various top ten lists on MSN Travel and Yahoo Lifestyle coming in at around \$60K and \$180K, respectively. We understand from contacts in the industry that MSN content is now almost entirely AI-generated. Given the frequency and similarity in the World Atlas listicles, we have reason to think these are also AI-generated.

For mentions that came from Visitors Bureau assistance, the highest reaches came from The Weather Channel (a live interview with Amy back in January) at 31 million, *Good Housekeeping* (editor request for updates and suggestions) at 20 million, and *Forbes* (a partnership with PR firm GreenRubino and Friday Harbor House) at 75 million.

Since 2024, we evaluate media coverage via a scorecard we created based on the Barcelona Principles, a tool used by many tourism PR professionals including State of Washington Tourism. Articles are rated on a matrix of weighted parameters that emphasize the inclusion of

key messages and the prominence of the content. For example, the feature story in NBC Right Now earned 24 points out of 25 possible since it was the direct result of a press trip, appeared in a national outlet, and included sustainable messaging. The average score for 2025 coverage is 16. This is likely due to the prevalence of “top ten lists,” which don’t have as much content and don’t always contain photos or links. For articles that came from Visitors Bureau assistance, the average score was 21 out of 25.