

Visitors Bureau-assisted Mentions
January-December 2025

Avg. Score:
21

Total Articles: 92							Total Reach: 175,704,695		Total Publicity Value: \$2,424,440											
Date	Headline	Influencer	Outlet	Country	URL	Format	Notes	Reach (if applicable)	Publicity Value (if applicable)	Friday Harbor	San Juan	Orcas	Lopez	All San Juans	Source	Visiting Writer	BP Score			
December/January	Tidbits-To-Dos	Lauren Kramer	1889	United States		print	Nixon Art Glass				x				pitch		20			
December/January	Into the Wild	Ryn Pfeuffer	1889	United States		print	Wildlife Viewing							x	2024 press trip	x	23			
January	Best In State: Washington	Josh Vexler	The Weather Channel	United States	https://drive.google.com/file/d/1s3tDgnDQcayhBO9Tf4DYcr8NpuwU/view	TV	Quiet season	31,813,790						x	VB Interview		22			
January	30 of America's Hidden Gems You Need to Visit This Year	Ella Buchan	Love Exploring	United States	https://www.loveexploring.com/galleries/89613/31-of-americas-hidden-gems-you-need-to-visit-this-year?page=1	online		39,092	\$8.99						2019 Press Trip	x	20			
January	I went cycling on a peaceful archipelago where you can bike a new island each day — and it's close to Canada	Dan Shryock	Toronto Star Online	Canada	https://www.thestar.com/life/travel/i-went-cycling-on-a-peaceful-archipelago-where-you-can-bike-a-new-island-each/article_9ef4a236-cf87-11ef-9c54-571ac8b62b87.html	online		4,972,435	\$1,349.70						2024 Press Trip	x	21			
January	The Best Pacific Northwest Lodges for a Cozy Vacation	Allison Williams	Seattle Met Online	United States	https://www.seattlemet.com/travel-and-outdoors/weekend-getaway-lodges-seattle-washington	e-newsletter	Lakedale Resort	407,567	\$58.85						2024 Research Trip	x	22			
January	The Best Hotels in Washington State	Allison Williams	Seattle Met Online	United States	Washington's Best Hotels Seattle Met	e-newsletter	Outlook Inn	407,567	\$58.85						2024 Research Trip	x	22			
January	A Beautiful Day in Eastsound	Anne Godenham	Bellingham Alive	United States		print						x			2023 Research Trip		13			
January	Access to Movement for an Island of Dancers	Kristen Boehm	Bellingham Alive	United States		print	Orcas Dance Collective					x			2023 Research Trip		18			
January	Frightening Fun to Raise Funds	Kristen Boehm	Bellingham Alive	United States		print	Alchemy Art Center				x				2023 Research Trip		17			
January	The Best Hotels in Washington State	Allison Williams	Seattle Met	United States	Washington's Best Hotels Seattle Met	e-newsletter	Outlook Inn				x				2024 Research trip	x	13			
January	Looking and Feeling Your Best at Any Age	Anne Godenham & Kristen Boehm	Bellingham Alive	United States		print	Be Chic/Deer Haze/Faraways/Island Life/Olga's			x	x	x			Research trip in 2023		12			
January/February	Bucket-list Biking on Washington's San Juan Islands	Dan Shryock	Northwest Travel+Life	United States	NWTL 25JanFeb	digital				x	x	x	x		2024 press trip	x	23			
January/February	Bucket-list Biking on Washington's San Juan Islands	Dan Shryock	Northwest Travel+Life	United States		print				x	x	x	x		2024 Press Trip	x	23			
February	The Best Restaurants in Washington State	Allison Williams	Seattle Met	United States	The Best Restaurants in Washington State Seattle Met	e-newsletter	Ursa Minor/Matia							x	2024 Research trip	x	16			
February	Coho Restaurant: Fine Dining in Friday Harbor	Lauren Kramer	1889 The Washington Magazine	United States		online		3,646	\$0.29						2024 Press Trip	x	23			
February	Amerikas Bucht der Träume		NDR Fernsehen online			TV		2,300,281	\$0.00						2024 film crew	x	20			
February	Amerikas Bucht der Träume		NDR Fernsehen online			TV		2,300,281	\$0.00						2024 film crew	x	20			
February/March	Coho Restaurant	Lauren Kramer	1889	United States		print				x	x				2024 Press Trip	x	23			
February/March	Friday Harbor House	Lauren Kramer	1889	United States		print				x	x				2024 Press Trip	x	23			
March	What's New in the San Juan Islands This Spring	Katie Poe	Fabulous Washington	United States	What's New in the San Juan Islands This Spring - Fabulous Washington	e-newsletter				x	x	x			What's New and Cool Spring 2025 sent by VB		21			
March	Guide to the San Juan Islands	Allison Williams	Seattle Met	United States	Guide to the San Juan Islands Seattle Met	e-newsletter				x	x	x			2024 Research trip	x	23			
March	Guide to the San Juan Islands	Allison Williams	Seattle Met Online	United States	Guide to the San Juan Islands Seattle Met	e-newsletter		407,567	\$29.43						2024 Research Trip	x	23			
March	Planning the Perfect Girls Getaway in Washington (Off the Beaten Path)	Marguerite Cleveland	She Buys Travel	United States	https://shebuystravel.com/luxury-cottage-resorts-washington/	online		4,227	\$0.97						2024 Press Trip	x	21			
March	What's New in the San Juan Islands This Spring	Katie Poe	Fabulous Washington	United States	What's New in the San Juan Islands This Spring - Fabulous Washington	e-newsletter									What's New and Cool Spring 2025 sent by VB		21			

March	Whales, historic lighthouses, and glorious views await at this island off the coast of Washington state	Tamara Gane	Yahoo Creators	United States	https://creators.yahoo.com/lifestyle/story/whales-historic-lighthouses-and-glorious-views-await-at-this-island-off-the-coast-of-washington-state-160425045.html	online		2,807,776		x	x						2019 Press Trip	x	22
Spring	Islands in the Dream	Allison Williams	Seattle Met	United States		print				x	x	x	x				Research trip in 2024	x	23
March/April	A pig war and so much more	Jasmin Thankachen	Seattle's Child	United States		print				x	x						Press trip in 2022	x	23
April	Spring Garden Party 2025	Nancy	BIG BLEND	United States		radio		500	\$0.58								VB Interview with IFWTWA		18
April	Exploring the San Juan Islands with Kids: The Best Fun-Filled Itinerary » The Backpacker Mom	Phylicia Stitzel	The Backpacker Mom	United States	https://thebackpackermom.com/2025/04/06/san-juan-islands-with-kids/	online		2,376									2025 Press Trip	x	
April	The Best Things To Do On San Juan Island, Washington	Peggy Cleveland	FWT Magazine		https://ftwmagazine.com/the-best-things-to-do-on-san-juan-island-washington/	online		9,704		x	x						2023 Press Trip	x	
April	The Best Things To Do on San Juan Island in Washington State	Nedra McDaniel	Adventure Mom		https://adventuremomblog.com/things-to-do-on-san-juan-island-in-washington/	online		5,161		x	x						2023 Press Trip	x	
April	Spa Days & Getaways: What Mom Actually Wants for Mother's Day	Kate Neidigh	Seattle Refined	United States	https://seattlerefined.com/lifestyle/spa-days-getaways-what-mom-actually-wants-for-mothers-day-seattle-pnw-travel-relax-holiday-love-pamper-pnw-travel	online		168,089	\$49.24								2021 Press Trip	x	22
April	Guide to Whale Watching in Washington	Allison Williams	Seattle Met	United States	https://www.seattlemet.com/travel-and-outdoors/guide-whale-watching-killer-orca-washington-seattle?utm_campaign=4282255-Newsletter%20-%20SM%2052%20Weekends&utm_medium=email&_hsenc=p2ANqtz-9UXsD6n-G1S5ZTXOkhb87sp0r8Vu3DNQv7A-1Ez8U-0ug_alsoPz7AhYrFfEjGFCVUJOUsvF691x1VVvg3Dgu0Hw&_hsmis=358333753&utm_source=hs_email	e-newsletter				x	x						2024 Research trip	x	24
April/May	The 11 Best Places to Slurp Oysters Around Washington	Ryn Pfeuffer		1889 United States		print	Buck Bay/Westcott Bay				x	x					2024 press trip	x	22
May	48 Hours On San Juan Island Leads To Some Delicious Discoveries	Leslie Kelly	Forbes	United States	https://www.forbes.com/sites/lesliekelly/2025/05/21/48-hours-on-san-juan-island-leads-to-some-delicious-discoveries/	online		669,672	\$2,390,073								GreenRubino/VB	x	22
May	Your Family-Friendly Guide to the magical westside of Orcas Island	Kate Neidigh	Seattle Refined	United States	https://www.moa.org/content/topic-and-landing-pages/military-officer-magazine-live-and-play-2025/live-and-play-2025-find-history-by-air-land-and-sea-in-washington-state/		West Beach Resort		168,089	\$49.24							2025 Press Trip	x	23

May	Your Family-Friendly Guide to the magical westside of Orcas Island	Kate Neidigh	Seattle Refined	United States	https://www.moa.org/content/topic-and-landing-pages/military-officer-magazine-live-and-play-2025/live-and-play-2025-find-history-by-air-land-and-sea-in-washington-state/			168,089	\$49.24								2025 Press Trip	x	23
May	Your Family-Friendly Guide to the magical westside of Orcas Island	Kate Neidigh	KOMO News	United States				326,809	\$75.17								2025 Press Trip	x	23
May	The Best Parent Guide to Whale Conservation in the San Juan Islands - The Backpacker Mom	Phylicia Stitzel	The Backpacker Mom	United States	https://thebackpackermom.com/2025/05/18/parent-guide-to-whale-conservation/			2,376									2025 Press Trip	x	25
May	Weekender	Krista Simmons	Sunset	United States		print							x				2024 press trip	x	22
5/22/2025	Relax and Recharge At These Underrated Summer Destinations in the U.S.	Karen Cicero, Stefanie Waldek	Good Housekeeping	United States	https://www.goodhousekeeping.com/life/travel/g40520651/most-underrated-summer-destinations-united-states/	online		20,778,245							x		Info Request		19
June	Get to Know Friday Harbor's First Friday	Greg Freitas & Natalie Compagno	Seattle	United States		print	Friday Harbor Art Walk					x	x				2025 press trip	x	23
June	30 Best Washington Campgrounds	Allison Williams	Seattle Met	United States	https://www.seattlemet.com/travel-and-outdoors/best-campgrounds-in-washington?utm_campaign=Newsletter%20-%20SEA%20SM%20Daily&utm_medium=email&hsencp=2ANqtz-9sTxXH4nMkrVCh6BuCQ4VxvBnMG-LGkKQu5KZaOrQ52wEkhyBqg8tYmdGGDsSyDZO-NRdb-k8x5ikztcPPmGEbuWA&hsml=367433723&utm_content=367433723&utm_source=hs_email	e-newsletter	Moran State Park								x		2024 Research trip	x	17
June	Shell Yeah! Where to feast on crab around Seattle	Kate Neidigh	Seattle Refined	United States	https://seattlerefinem.com/ea-cdnk/shell-yeah-where-to-eat-crab-in-the-pacific-northwest-seattle-ballard-puket-sound-ocean-tide-to-table-shellfish-claw-pmw-eats-dining	online	Buck Bay	168,089	\$49.24								2025 Press Trip	x	22
June	Shell Yeah! Where to feast on crab around Seattle	Kate Neidigh	WKRC-TV Online	United States		online		1,573,226	\$234.56								2025 Press Trip	x	22
June	This Island Getaway Is So Idyllic, Some Would Prefer To Keep It Secret	Leslie Kelly	Forbes Online	United States	https://www.forbes.com/sites/lesliekelly/2025/06/05/this-island-getaway-is-so-idyllic-some-would-prefer-to-keep-it-secret/	online		75,500,835	\$27,336.49				x					x	21
June	30 Best Washington Campgrounds	Allison Williams	Seattle Met Online	United States		online	Moran State Park	407,567	\$29.43								2024 Research Trip	x	17
June	This Underrated Island in the Pacific Northwest Is the Perfect Weekend Getaway	Krista Simmons	Sunset Magazine Online	United States		online		342,060	\$80.69				x				2024 Press Trip	x	22

June	Get To Know Friday Harbor's First Friday	Natalie Compagno, Greg Freitas	News Break	United States		online		10,379,496	\$353.35								2025 Press Trip	x	23
June	Get To Know Friday Harbor's First Friday	Natalie Compagno, Greg Freitas	Seattle Magazine Online	United States	https://seattlemag.com/ravel/get-to-know-friday-harbors-first-friday/	online	Art Walk	61,009	\$10.08								2025 Press Trip	x	23
June	As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views	Ashley Wali	Victoria Advocate Online	United States		online		211,048	\$8.67								2025 Press Trip	x	24
June	As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views	Ashley Wali	Seattle Times Online, The	United States		online		5,071,711	\$1,416.18								2025 Press Trip	x	24
June	As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views	Ashley Wali	NBC Right Now	United States		online		64,657	\$14.87								2025 Press Trip	x	24
June	As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views	Ashley Wali	Food, Drink, Life		https://fooddrinklife.com/san-juan-island-travel/	online		227,937									2025 Press Trip	x	24
June	As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views	Ashley Wali	Times-Leader		https://www.fairfieldsuntimes.com/news/national/as-americans-seek-relief-from-the-heat-san-juan-island-offers-sustainability-and-front-row/article_c7aadef2fbc-5b78-92af-7fde4929022d.html	online		11,052									2025 Press Trip	x	24
June	As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views	Ashley Wali	The Best Times		https://www.thebesttimes.com/lifestyle/entertainment/as-americans-seek-relief-from-the-heat-san-juan-island-offers-sustainability-and-front-row/article_47c9f79d-2cbf-5be3-9221-3c545fe34d8d.html	online		2,547									2025 Press Trip	x	24
June	As Americans seek relief from the heat, San Juan Island offers sustainability and front-row orca views	Ashley Wali	Watauga Democrat		https://www.wataugademocrat.com/news/national/as-americans-seek-relief-from-the-heat-san-juan-island-offers-sustainability-and-front-row/article_4c1644ba-2af8-5ea1-af46-5a109ffc6e73.html	online		49,715									2025 Press Trip	x	24
June/July	The Outdoors for All: Accessible Hikes for Summer!	William Morton	Bellingham Alive	United States	https://bellinghamalive.com/lifestyle/the-outdoors-for-all-accessible-hikes-for-summer/	print	Jakie's Lagoon/Fisherman Bay	3,057									info/photo request		20

