 ****

**TRAVEL PR ACTIVITY SUMMARY:**

**VISIT PEMBROKESHIRE**

**April 2021**

**Press Releases (3/8)**

* Visit Pembrokeshire appoints new marketing agencies *(issued 19.3.21)*
* Introductory press release to media contacts *(issued 4.5.21)*
* Summer campaign press release *(issued 6.5.21)*

**Shorts & Round Ups (3/18)**

* **Short**: Pembrokeshire Coast Path/ Celtic Camping & Bunkhouses *(12.4.21)*
* **Short:** Wolfscastle Country House Hotel *(4.5.21)*
* **Short:** Which? Magazine survey/ Twr Y Felin Hotel *(10.5.21)*

**Media contact summary**

|  |  |  |
| --- | --- | --- |
| **CONTACT** | **PUBLICATION** | **SUBJECT** |
| Tamara Hinson | **Independent.co.uk** | Bucket list-worthy activities e.g. cliff camping |
| Cat Olley | **Elle Decoration** | Grove of Narberth’s new cottage suites |
| Jane Anderson | **Prima** | New accommodation options |
| Sarah Baxter | **Telegraph** | Highlighted Pembrokeshire Coast Path  |
| Phoebe Hunt | **Suitcase** | Luxe hotels: highlighted Grove of Narberth, Penally Abbey and St Brides |
| Emma Justice | **Red magazine** | In touch about Pembrokeshire |
| Gillian Thornton | **Platinum Magazine** | Pitched various angles |
| Andy Lynes | **The Times** | Best coastal restaurants – included St Brides and Coast at Coppet Hall Beach |
| Emma Cook | **The Observer Magazine** | Self-catering accommodation for October half-term |
| Jane Knight | **The Times** | Best beaches round-up |
| Sally Coffey | **Telegraph** | North Pembrokeshire accommodation |
| Rachel Dixon | **The Guardian** | Creative learning breaks |
| Laura Fowler | **Telegraph** | Wineries  |
| Damien Gabet | **The Sunday Times, Wanderlust, Daily Mail and Metro** | Pitched quirky ideas |
| Roshina Jowaheer | **Hearst (Good Housekeeping, Prima, Red, Women’s Health, Harper’s Bazaar, Elle)** | Liaised generally about Pembrokeshire |
| Mark Bibby Jackson | **Travel Begins at 40** | Requested information on breweries |
| Neil McAllister | **People’s Friend** | Interested in staying in Pembroke in mid-June |
| Paul Godbold | **Luxurious Magazine** | Liaised about editorial after we issued the introductory press release |
| Lottie Gross | **Dog-friendly Bradt Guide** | Arranged various dog-friendly opportunities |
| Will Hazell | **The i newspaper** | Liaising about a press trip commissioned by Sophie Lam |
| Antonia Windsor | **Parenting magazine** | Disabled-friendly accommodation |
| Angela Youngman | **Freelance** | Lighthouse accommodation |
| Lucy Parford | **West Country Life/Cotswold Life** | Liaising about a press trip |
| James Ruddy | **Campervan Magazine/Irish Post** | Liaising about a press trip |
| Mathew Rickard | **Pure West Radio** | Liaised in relation to the summer campaign |
| Suhail Patel/India Latham | **BBC Travel Show** | In touch about filming at the start of July |
| Jane Anderson | **Prima** | Secret swimming spots |
| Zoe Bishop  | **Bella Magazine**  | Sent Coastal Way for round up of road trips  |
| Paul Bloomfield  | **The Daily Telegraph**  | Sent various ideas for Pembrokeshire article  |
| Tamara Hinson  | **Love Exploring**  | Farm stays in Pembrokeshire  |
| Lottie Gross  | **Countryfile**  | Farm stays in Pembrokeshire  |
| Rachel Dixon | **The Guardian** | Creative learning breaks |

**Coverage – April 2021**

**Total reach: 34.5m (34,507,250)**

**Average DA: 77**

**Confirmed Press trips (12 allocated)**

|  |  |  |
| --- | --- | --- |
| **DATE/JOURNALIST** | **PUBLICATION** | **SUMMARY** |
| 7-11 MayMolly Reynolds | Fabulous Magazine | Marhaba Cottage (Quality Cottages) |
| 11-14 MayLottie Gross | Bradt dog-friendly guide | Organised various day trips |
| 22-27 JuneKathy Lette | Telegraph | Campervan trip with one night at Elm Grove Country House |
| 25-27 JuneKerry Walker | Telegraph | The Little Retreat (2 nts in Lotus stargazer. One day foraging with Matt Powell plus dinner) |
| 2nd JulyMark Bibby Jackson | Travel Begins at 40 | Staying at Elm Grove. Liaising about visiting breweries |
| 3rd & 4th JulySuhail Patel | BBC Travel Show | Accommodation and interviews TBC |
| 31 July – 7 AugustSarah Hartley | The Mail on Sunday | Staying at Ria’s Cottage (Quality Cottages) |
| 16-18 AugustNick Harding | Camping and Caravanning Magazine | Feature on 48 hours in St. David’s |
| 23-30 OctoberLara Kilner | Saturday Express magazine | Staying at Hiraeth, Saundersfoot (Coastal Cottages) |

**Other key activity**

* The Sunday Telegraph Your Say competition will launch on 3rd July

***12.05.21 – Travel PR***