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**TRAVEL PR ACTIVITY SUMMARY:**

**VISIT PEMBROKESHIRE**

**December 2021**

**Press Releases (8/8)**

* Winter/2022 news and ideas – in progress

**Shorts & Round Ups (16/18)**

* Short: The Little Retreat’s Dark Skies Experience *(20.12.21)*

**Media contact summary**

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| **CONTACT** | **PUBLICATION** | **SUBJECT** |
| Kerry Walker | **Telegraph/Lonely Planet/Undiscovered Wales** | In touch about the Cywain foodie press trip |
| Aaron Miller | **CNT World Wonders** | Highlighted Pembrokeshire coastline |
| Sarah Hartley | **The Mail on Sunday** | Provided a factbox for forthcoming article |
| Sarah Finley | **Woman & Home** | Nature breaks in Pembrokeshire |
| Laura Millar | **Woman** | Adventurous stays – included Preseli Venture |
| Rachel Dixon | **The Guardian** | Sent images of Penrhyn (Coastal Cottages) |
| Lucy Gillmore | **The i Paper** | Flagged up Penally Abbey and Grove of Narberth for a cosy hotel feature |
| Louise Roddon | **The Observer** | Unusual walks – sent an option from VIP Wales |
| Jane Dunford | **The Guardian** | New wellness breaks for 2022 – sent an option from Preseli Venture |
| Sarah Barrell | **National Geographic Traveller** | Sent general information on Pembrokeshire |
| Esther Marshall | **Express.co.uk** | Sent general information on Pembrokeshire |
| Katie Wilson | **The Boutique Handbook** | Highlighted the new Ty Hotel at Milford Waterfront |
| Michelle Nightingale | **Yours magazine** | Sent information on glamping locations |
| Sarah Marshall | **Press Association** | Reasons to travel in 2022 – highlighted various parts of Pembrokeshire |
| Laura Millar | **Woman & Home** | Vineyard stays – highlighted Cwm Deri Vineyard |
| Richard Madden | **Telegraph** | Requested information on January events e.g. Hen Galen |
| Rachel Truman | **Various titles** | Off-grid stays in the UK |
| Laura Millar | **Woman & Home** | Stylish hotels in specific locations – included Penally Abbey |
| Xenia Taliotos | **Various e.g. Breathe and The Telegraph** | Highlighted what’s new in 2022 |

**Coverage – December 2021**

**Total reach: 98.2 million (98,292,705) / Average DA: 70**

**Press trips (13/14 arranged)**

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| **DATE/JOURNALIST** | **PUBLICATION** | **SUMMARY** |
| Kerry Walker  Late/Feb/March | Telegraph/Lonely Planet/Undiscovered Wales | Itinerary being discussed in conjunction with Cywain |
| Holly Tuppen | The Guardian/Bradt Guides | Keen to visit in Jan/Feb 2022 |
| Spring 2022 TBC  Kevin Pilley | City A.M. | Staying at St Brides Hotel |
| Lydia Winter | Foodism | Keen on a spring visit |
| Les Dunn | Delicious | Planning a spring/summer visit |
| Xenia Taliotis | Freelance/National press/Breathe Magazine/TBS Private Banking | Interested to visit in spring 2022 |
| Phoebe Smith | Freelance/Travel & adventure media | Liaising about a visit in 2022 |
| Rupert Parker | Freelance writer for nationals and online media | Would like to visit late Spring 2022 |

***6.1.22 – Travel PR***