

TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE February 2022

Press Releases (8/8)

- Winter/2022 news and ideas – issued January 2022

Shorts & Round Ups (17/18)

- Round up: Valentine's Day – St Bride's Hotel (19.1.22)
- Short: 70th anniversary of Pembrokeshire Coast National Park (31.1.22)
- Short: Stonehenge Preseli Hills short, Grove of Narberth and West Wales Holiday Cottages (14.03.22)

Media contact summary

CONTACT	PUBLICATION	SUBJECT
Kerry Walker	Telegraph/Lonely Planet/Undiscovered Wales	In touch about the Cywain foodie press trip
Holly Tuppen	Bradt Slow Travel Guide/The Guardian	Liaised about Bluestone for an afternoon tour on 8 th Feb which had to be cancelled by Holly due to timings
Portia Jones	Wales Online, Bradt Guides, Love Exploring	Liaising about press trip
Marina Hunt	The Spectator	UK's best seaside hotels
Portia Jones	Reach PLC	Quirkiest places to stay in Wales
Mike Pickup	Daily Telegraph	Quirky UK holiday accommodation
Vicky Smith	Guardian, Wanderlust freelance for other titles	Sourced comment and information for Wanderlust piece
Gillian Thornton	Freelance, HPB Bond Magazine	Gillian is writing a piece for HPB Bond Magazine on Pembrokeshire and we are providing information
Norm Longley	Freelance	Arranging a Skomer Island boat trip in mid April as he is staying at the Milford Haven floating cabins
Annabelle Thorpe	Telegraph	Sent St Brides info for a round up of hilltop hotels
Various media	Various titles	Liaised with Alex Reynolds at Four Corners PR ref media requests for the new Ty Hotel
Alex Fisher	Coast Magazine	Sent details of the new Ty Hotel
Jo Chapman	Take A Break	Sent details and images of Elm Grove and Picton Gardens for a bluebell walks round up
Gemma Bowes	Guardian	Scenic yoga breaks in the UK – Preseli Ventures

Coverage – February 2022

Total reach: 62.7m / Average DA: 71

Press trips (14/14 arranged)

DATE/JOURNALIST	PUBLICATION	SUMMARY
Kerry Walker 25-28 March	Telegraph/Lonely Planet/ Undiscovered Wales	Itinerary being discussed in conjunction with Cywain
Holly Tuppen	The Guardian/Bradt Guides	Planning to visit Bluestone on 8 th February
Kevin Pilley 6 & 7 February	City A.M.	Stayed at St Brides Hotel
Lydia Winter	Foodism	Keen on a spring foodie visit
Les Dunn	Delicious	Keen on a spring/summer foodie visit
Rupert Parker	Freelance writer for nationals and online media	Late April 4 night walking trip – trying to rearrange another trip so he can do this Pembs trip
Rebecca Frank	Simple Things magazine	Keen on a spring visit to either Little Retreat or Quality Cottages for their Weekend Away feature

Other:

- Call with Liz Williams and Corinne Cariad to discuss Pembrokeshire Open To All project
- Produced PR presentation for Visit Pembrokeshire Away Day

11.03.22 – Travel PR