** **

**TRAVEL PR ACTIVITY SUMMARY:**

**VISIT PEMBROKESHIRE**

**January 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)*

**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  |
| Holly Tuppen | **Bradt Slow Travel Guide/The Guardian** | Liaising about press visit in Feb – this will now just be a day trip to Bluestone for an afternoon tour on 8th Feb  |
| Nick Boulos | **Press Association** | UK retreats |
| Marianna Hunt | **The Spectator** | Romantic retreats – St Brides |
| Monica Meade | **Pick Me Up!** | Nature-inspired stays |
| Andy Lynes | **The Times** | Romantic restaurants |
| Lewis Nunn | **The Sun / The Guardian** | Image request in relation to the Pembrokeshire Coastal Path |
| Sophie Lam | **The i Paper** | News and new openings for 2022 |
| Lydia Winter | **Escapism** | News and events in 2022 |
| Jennifer Read-Dominguez | **Confetti** | Honeymoon hotels – included St Brides |
| Rachel Truman | **Various titles** | Off-grid stays in the UK – requested images |
| Sharron Livingstone  | **The Travel Magazine**  | Romantic hotel stays  |
| Frances Carruthers  | **Love Exploring**  | Affordable eco stays  |
| Gemma Bowes  | **The Guardian**  | Scenic yoga holidays in the UK  |
| Gemma Bowes  | **The Guardian**  | Half term holiday ideas  |
| Shelley Rubenstein  | **The Daily Telegraph**  | Liaising about press trips  |
| Claire Wilson  | **Metro**  | Family friendly festivals 2022  |
| Alex Fisher  | **Coast magazine**  | 70th anniversary of PCNP  |
| Angelina Villa  | **Mail on Sunday**  | Foodie stays in national parks  |
| Joel Porter  | **Nat Geo Traveller Food**  | The most exciting restaurant openings for 2022  |
| Jenny Wood  | **Good Homes**  | Postcard from Pembrokeshire  |
| Gemma Bowes  | **The Times**  | Top kids’ attractions in the UK  |
| Richard Madden  | **The Daily Telegraph**  | Half term ideas  |
| Caroline Wheater  | **Coast Magazine**  | Milford Waterfront ideas  |
| Tamara Hinson  | **Love Exploring**  | Most romantic hotels  |
| Portia Jones  | **Wales Online, Bradt Guides, Love Exploring**  | Liaising about press trip  |

**Coverage – January 2022**

**Total reach: 62.7 million / Average DA: 93**

**Press trips (15/14 arranged)**

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| **DATE/JOURNALIST** | **PUBLICATION** | **SUMMARY** |
| Kerry WalkerFirst week of March | Telegraph/Lonely Planet/Undiscovered Wales | Itinerary being discussed in conjunction with Cywain |
| Holly Tuppen | The Guardian/Bradt Guides | Planning to visit Bluestone on 8th February |
| Kevin Pilley6 & 7 February | City A.M. | Staying at St Brides Hotel |
| Lydia Winter | Foodism | Keen on a spring foodie visit |
| Les Dunn | Delicious | Planning a spring/summer foodie 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 | Late April 4 night walking trip  |
| Rebecca Frank  | Simple Things magazine  | Keen on a spring visit to either Little Retreat or Quality Cottages for their Weekend Away feature  |
| Kevin Pilley  | City AM  | Has rearranged trip to St Brides on 7/8 Feb  |

***03.02.22 – Travel PR***