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**TRAVEL PR ACTIVITY SUMMARY:**

**VISIT PEMBROKESHIRE**

**July 2021**

**Press Releases (6/8)**

* 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)*
* Picnic locations recommended by members *(issued 22.6.21)*
* Visit Pembrokeshire tourism report *(issued 20.7.21)*
* Visit Pembrokeshire radio campaign *(issued 6.8.21)*

**Shorts & Round Ups (10/18)**

* **Short**: Pembrokeshire Coast Path/ Celtic Camping & Bunkhouses *(12.4.21)*
* **Short:** Penally Abbey Hotel *(sending in summer for autumn bookings as hotel is currently full)*
* **Short:** Wolfscastle Country House Hotel *(4.5.21)*
* **Short:** Which? Magazine survey/ Twr Y Felin Hotel *(10.5.21)*
* **Short:** World Oceans Day *(24.5.21)*
* **Short:** International Surfing Day *(1.6.21)*
* **Short:** The Little Retreat *(5.7.21)*
* **Round-up:** Olympic-themed - Llys-y-Frân Lake *(13.7.21)*
* **Round-up**: Afternoon tea week – Grove of Narberth *(20.7.21)*
* **Short:** Milford Waterfront *(2.8.21)*

**Media contact summary**

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| **CONTACT** | **PUBLICATION** | **SUBJECT** |
| Gillian Thornton | **Platinum** | Liaising about an autumn press trip |
| Gabrielle Albert | **Yours** | Highlighted Pembrokeshire Coast path & foraging with Matt Powell |
| Sophie Lam | **i News** | Holidays on the water – The Globe, Angle |
| Marianna Hunt | **The Spectator** | Flagged up Llys-y-Frân Lake |
| Gemma Bowes | **The Guardian** | Autumn breaks – includes The Little Retreat |
| Teresa Levonian Cole | **The Mail on Sunday** | Liaised about a summer press trip |
| Phoebe Smith | **Freelance – travel/adventure** | In touch about a possible trip to Pembrokeshire |
| Fiona Barltrop | **Country Walking** | Liaising about autumn/winter opportunities |
| Graeme Green | **Freelance – titles include Sunday Telegraph and Wanderlust** | Provided links to B&Bs on Visit Pembrokeshire’s website |
| Portia Jones | **Travel writer (Wales Online, Rough Guides) & podcaster** | Sent details of where to eat in St Davids |
| Norm Longley | **Bradt Guide** | Finalised September press trip in conjunction with Quality Cottages. Also liaising about a stay in the floating cabins at Milford Waterfront |
| Juliet Rix | **The Telegraph** | Discussed a trip around Pembrokeshire by campervan but had to cease discussions as she wanted to wild camp |
| Kate Johnson | **Daily Mail** | Highlighted Llys y Fran for a cycling round-up |
| Rupert Parker | **The Travel Magazine/Trip Reporter/Cultural Voyager** | In touch about an autumn press trip walking the Pembrokeshire Coast path |
| Zoe Holland | **Juggling on Rollerskates** | In touch about a family visit – looking at later in 2021 rather than summer |
| Nick Harding | **Camping and Caravanning magazine** | Arrange a meal at The Bishops and boat trip |
| Fed Pereira | **Lovetovisit.com** | In touch about website launch this autumn |
| Sarah Baxter | **Telegraph** | Highlighted Tenby and Saundersfoot for a coastal round-up |
| Matthew Rickard | **Pure West Radio** | Contacted him about Sasha Dench landing in Pembrokeshire |
| Newsdesk | **Radio Pembrokeshire** | Contacted team about Sasha Dench landing in Pembrokeshire |
| Fiona Phillips | **Western Telegraph** | Contacted team about Sasha Dench landing in Pembrokeshire |
| Rachel Dixon | **The Guardian** | Active holidays – included Llys-y-Frân Lake and Preseli Venture |
| Sarah Dawson | **Planet Mindful** |  |
| Jacob Lewis | **i News** | Riverside stays – The Little Retreat |
| Sean Newsom | **The Sunday Times** | Liaising about Where was I? competition |
| Helen Abramson | **Rough Guides** | Contacted Helen about RG’s winter supplement in case there are editorial opportunities/press trip slots |

**Coverage – July 2021**

**Total reach: 679 million (679,189,400)**

**Average DA: 74**

**Confirmed Press trips (14 planned to date/12 allocated)**

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| **DATE/JOURNALIST** | **PUBLICATION** | **SUMMARY** |
| 7-11 May  Molly Reynolds | Fabulous Magazine | Marhaba Cottage (Quality Cottages) |
| 11-14 May  Lottie Gross | Bradt dog-friendly guide | Organised various day trips |
| 24-29 May  James Ruddy | Campervan Magazine, Irish Post, The Travel Magazine | Staying at Twr y Felin on 26th May; visiting bug farm/grub kitchen, etc. |
| 5-7 June  Kevin Rushby | The Guardian | Camped at West Hook Farm |
| 11-13 June  Neil McAllister | People’s Friend | Staying at Lamphey Hall |
| 26 June – 1 July  Kathy Lette | Telegraph | Four nights’ hotel (Elm Grove / Grove of Narberth) / one night glamping at Kitewood |
| 25-29 June  Kerry Walker | Telegraph plus new commissions with Telegraph/Nat Geo Food/Independent | 2 nts The Little Retreat (Lotus Stargazer); Matt Powell foraging; 2 nts Manor Town House, Fishguard |
| 2nd July  Mark Bibby Jackson | Travel Begins at 40 | Staying at Elm Grove. |
| 31 July – 7 August  Sarah Hartley | The Mail on Sunday | Staying at Ria’s Cottage (Quality Cottages) |
| 16-18 August  Nick Harding | Camping and Caravanning Magazine | Feature on 48 hours in St. David’s |
| 24 Sep – 1 Oct  Norm Longley | Bradt Travel Guide - Wales | A week’s stay at Wdig Den with Quality Cottages |
| 26-28 September  Kevin Pilley | City A.M. | Staying at St Brides Hotel |
| Dates TBC  Gillian Thornton | Platinum Magazine | Finalising itinerary |
| 23-30 October  Lara Kilner | Saturday Express magazine | Staying at Hiraeth, Saundersfoot (Coastal Cottages) |

**Other key activity**

* The Sunday Telegraph Your Say competition launched on 11th July
* Flagged up Beach Check UK to Emma Thornton in case Visit Pembrokeshire is interested to collaborate
* Liaised with Sasha Dench’s Round Britain Climate Change team and local press
* Passed on details of free placement competitions to mr.h

***6.8.21 – Travel PR***