 ****

**TRAVEL PR ACTIVITY SUMMARY:**

**VISIT PEMBROKESHIRE**

**June 2021**

**Press Releases (5/8)**

* 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 (in progress)

**Shorts & Round Ups (7/18)**

* **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 (to be issued 1.6.21)
* Short: The Little Retreat (issued 5.7.21)

**Media contact summary**

|  |  |  |
| --- | --- | --- |
| **CONTACT** | **PUBLICATION** | **SUBJECT** |
| Gillian Thornton | **Platinum** | Liaising about an autumn press trip |
| James Ruddy | **Campervan Magazine/Irish Post** | Liaising about a press trip |
| India Latham | **BBC Travel Show** | Liaised about broadcast transmission date |
| Will Hazell | **The I Newspaper** | Liaised about meal support during his press trip with Welsh Rarebits |
| Siobhan Grogan | **The Mail on Sunday** | Arranged dinner at The Ferry Inn on 7th June in exchange for editorial coverage |
| Thomasina de Veall | **Telegraph** | Request images of Pembrokeshire |
| Gemma Bowes | **The Guardian** | Feature on activities on or near the River Teifi |
| Roshina Jowaheer | **Country Living** | Dog-friendly beaches |
| Jane Anderson | **Prima** | Food festivals – suggested Narberth |
| Tamara Hinson | **Travel Supermarket/ The Mail on Sunday** | Dog-friendly holidays/new activities |
| Marianna Hunt | **The Spectator** | Romantic breaks – Penally Abbey |
| Carly Honeyfield | **Bella Magazine** | Dog-friendly breaks – Grove of Narberth |
| Chris Haslam | **Sunday Times** | Liaised with Chris about major Pembrokeshire article being published |
| Kathy Lette/Penny Walker | **The Telegraph** | Liaised about the June press trip  |
| Emily Cope | **The i newspaper** | Best coastal restaurants |
| Nick Gregory | **Country Gentleman’s Association** | Image request linked to picnics press release |
| Claire Rand | **The Mail on Sunday** | Pembrokeshire image request |
| Rupert Parker | **Various including The Sunday Times, The Telegraph** | Keen to walk the coastal path in September – currently liaising about dates/commissions |
| Angela Epstein | **The Daily Mail** | Adult-only hotels – including Elm Grove |
| Jane Dunford | **Coast Magazine** | Guided coastal day walks/foraging |
| Gabrielle Albert | **Yours Magazine** | UK activity breaks  |
| Sophie Lam | **The i Newspaper** | Holidays by the water – The Globe/ West Angle Bay |
| Sarah Baxter | **National Geographic Food** | Foodie glamping – The Little Retreat/Matt Powell |
| James Luckhurst | **Good Motoring Magazine** | Exhilaration without an engine – Celtic Quest Coasteering & Twr Y Felin |
| Cindy-Lou Dale | **Aspect County Magazine** | Image request – The Little Retreat |
| Susan Ward-Davies | **The Calendar/Good Housekeeping** | Eco-friendly options |

**Coverage – June 2021**

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

**Average DA: 79**

**Confirmed Press trips (14 planned to date/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 |
| 24-29 MayJames Ruddy | Campervan Magazine, Irish Post, The Travel Magazine | Staying at Twr y Felin on 26th May; visiting bug farm/grub kitchen, etc. |
| 5-7 JuneKevin Rushby | The Guardian | Camped at West Hook Farm |
| 11-13 JuneNeil McAllister | People’s Friend | Staying at Lamphey Hall |
| 26 June – 1 JulyKathy 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 JulyMark Bibby Jackson | Travel Begins at 40 | Staying at Elm Grove. |
| 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 |
| Norm Longley | Bradt Travel Guide - Wales | A week’s stay at Wdig Den with Quality Cottages from 24 Sep |
| 26-28 SeptemberKevin Pilley | City A.M. | Staying at St Brides Hotel |
| Gillian Thornton | Platinum Magazine | Planning an autumn visit |
| 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 11th July
* Liaising with Sasha Dench’s Round Britain Climate Change team: due in Pembrokeshire on 15th July

***6.7.21 – Travel PR***