

TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE March 2022

Press Releases (8/8)

- Winter/2022 news and ideas – issued January 2022

Shorts & Round Ups (18/18)

- 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	Love Exploring/Undiscovered Wales	In touch about the Cywain foodie press trip
Portia Jones	Wales Online, Bradt Guides, Love Exploring	Liaising about information on Pembrokeshire and future press trip opportunities
Vicky Smith	Wanderlust	Sent details for a feature on Pembrokeshire and arranged a local quote from Preseli Ventures
Mike Pickup	The Daily Telegraph	Sent details about Little Retreat and Fforest Farm for a quirky accommodation round up
Portia Jones	Sent	Sent details about Little Retreat and Fforest Farm for a quirky accommodation round up
Various	Various titles including The Daily Telegraph/ Sunday Telegraph/ telegraph.co.uk, The Times/Sunday Times/ Times Online, Daily Mail/Mail on Sunday/ mailonline, Guardian/Observer, Yahoo, MSN, i Weekend, independent.co.uk, Country Living online, Red online, Good Housekeeping online, regionals across the UK and more.	Media pitch about holidays to Pembrokeshire inspired by the new Stonehenge exhibition at The British Museum
Kerry Walker	The Daily Telegraph	Media enquiry about celebrities who holiday in Pembrokeshire
Sarah Hartley	Mail on Sunday	Liaising about her press trip feature coming out this spring
Sophie Ritchie	The Wordrobe	Image request following Stonehenge pitch
David Ridings	5 Things To Do Today	Image request following Stonehenge pitch
Gillian Thornton	HPB's Bond Magazine	Liaising about a second Pembrokeshire commission Gillian has in the October issue (following her press trip last year)
Rupert Parker	Various	Liaised about the walking trip in April which was subsequently cancelled due to a dates clash with another trip

Coverage – March 2022

Total reach: 139.8 m / Average DA: 63

Press trips (14/14 arranged)

DATE/JOURNALIST	PUBLICATION	SUMMARY
Kerry Walker 25-28 March	Love Exploring/Undiscovered Wales	Itinerary arranged in conjunction with Cywain
Holly Tuppen	The Guardian/Bradt Guides	Planning to visit Bluestone on 8th 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
Rebecca Frank	Simple Things magazine	Visited Little Retreat from 5-8 April for their Weekend Away feature
Norm Longley	Bradt Guide to South Wales	Skomer boat trip on 13 April

Other:

- Compiled PR slides for AGM

11.04.22 – Travel PR