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**TRAVEL PR ACTIVITY SUMMARY:**

**VISIT PEMBROKESHIRE**

**May 2021**

**Press Releases (4/8)**

* 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 – *in progress.*

**Shorts & Round Ups (6/18)**

* **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)

**Media contact summary**

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| **CONTACT** | **PUBLICATION** | **SUBJECT** |
| Emma Ledger | **Fabulous magazine/The Sun** | In touch about Pembrokeshire but no press trip as Molly Reynolds recently visited |
| Emma Cook | **The Observer/Guardian online** | Declined press trip opportunity due to cost/group size |
| Joanne Tweedy | **The Sunday Times** | UK glamping options |
| Robert Lewis Jones | **Welsh Government** | Liaised about a Russian film crew visiting Pembrokeshire |
| Mal Rogers | **Irish Daily Mail/Daily Mail – partner writes for MediaClash e.g. Bath Life/Exeter Living** | Interested in a press visit |
| Kevin Pilley | **City A.M.** | Liaising about a visit hooked to the Pembrokeshire coastline |
| Gillian Thornton | **Platinum** | Pitched additional ideas – awaiting a response |
| Samantha Priestley | **Travel Awaits** | Food festival request |
| Tamara Hinson | **Daily Telegraph** | Self-catering stays with cool upgrades |
| Sarah Dawson | **Planet Mindful** | Wellness/holistic places to stay |
| Steffan and Emma Chave | **Inwanderment.com – blog/instagram** | Liaising about providing outdoor activities during a visit to the county |
| Pól Ó Conghaile | **National Geographic Traveller UK** | New/refurbished places to stay – sent Twr y Felin and Grove of Narberth |
| Kathy Lette | **Telegraph** | Ongoing liaison about a possible glamping/hotel break – no longer a campervan-based trip |
| Cindy-Lou Dale | **Aspect County Magazine** | Liaised about Wolfscastle Hotel |
| Alicia Miller | **BA High Life** | Alcohol-related experiences request – sent breweries and vineyards |
| Mark Bibby Jackson | **Travel Begins at 40** | Liaising about brewery visit on 2nd July  |
| Neil McAllister | **People’s Friend** | Interested in staying in Pembroke in mid-June |
| Richard Madden | **Telegraph** | Island holidays – there was no availability so we didn’t submit options |
| Will Hazell | **The i newspaper** | Liaising about a press trip commissioned by Sophie Lam |
| Lucy Parford | **West Country Life/Cotswold Life** | Liaised about a press trip but unfortunately both magazines are only running local content |
| James Ruddy | **Campervan Magazine/Irish Post** | Liaising about a press trip |
| Suhail Patel/India Latham | **BBC Travel Show** | Put the production team in touch directly with Pembrokeshire businesses |
| Tom Chesshyre | **Daily Mail** | New hotels - Twr YFelin |
| Zoe Bishop | **Bella Magazine** | Road trips round-up |

**Coverage – May 2021**

**Total reach: 18.8 million (18,811,022)**

**Average DA: 43**

**Confirmed Press trips (12 allocated)**

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| **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. |
| 11-13 JuneNeil McAllister | People’s Friend | Staying at Lamphey Hall |
| Late JuneKathy Lette | Telegraph | Campervan trip with one night at Elm Grove Country House |
| 25-27 June Kerry Walker | Telegraph plus new commissions with Telegraph/Nat Geo Food (potentially 27-29 June) | The Little Retreat (2 nts in Lotus stargazer. One day foraging with Matt Powell plus dinner) |
| 2nd JulyMark Bibby Jackson | Travel Begins at 40 | Staying at Elm Grove. Visiting Bluestone Brewery. |
| 3rd & 4th JulySuhail Patel | BBC Travel Show | Accommodation and interviews TBC |
| 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 |
| 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 4th July

***28.5.21 – Travel PR***