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**TRAVEL PR ACTIVITY SUMMARY:**

**VISIT PEMBROKESHIRE**

**November 2021**

**Press Releases (8/8)**

* Winter/2022 news and ideas – in progress

**Shorts & Round Ups (15/18)**

* **Short: Visit Bluestone in January *(9.11.21)***
* **Short: The Sandcastle Beach House *(29.11.21)***

**Media contact summary**

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| **CONTACT** | **PUBLICATION** | **SUBJECT** |
| Kerry Walker | **Telegraph/Lonely Planet/Undiscovered Wales** | Liaising about the Cywain foodie press trip  |
| Les Dunn | **Delicious** | Very keen to set up a spring or summer press trip |
| Mattie Lacey-Davidson | **The Guardian** | Cosy hotels – highlighted Grove of Narberth & Penally Abbey |
| Laura Millar | **Metro** | Highlighted the Christmas Market at Picton Castle |
| James Stewart | **Freelance/Telegraph/Times/FT/Guardian** | Pitched various press trip and story ideas |
| Rachel Dixon | **The Guardian** | Off-grid cottage – Penrhyn (Coastal Cottages) |
| Portia Jones | **Visit Wales** | Liaising about a press trip in spring 2022 |
| Annabelle Thorpe | **The Observer Magazine** | Wintry adventures in the UK |
| Mike MacEacheran | **The Times** | Best locations for family holidays |
| Victoria & Stuart Pollitt | **The Family Holiday Guide blog** | Declined the opportunity of working with them as reach was too small |
| Lauren Jarvis | **Breathe Magazine** | Image request |
| Sean Newsom | **The Sunday Times** | Big family trips to take in 2022 |
| Paul Bloomfield | **Daily Telegraph** | Active adventures for the over 50s |
| Lydia Winter | **Foodism** | Planning a spring press trip in conjunction with Cywain |
| Chris Haslam | **The Sunday Times** | Highlighted Preseli Ventures holidays and eco-lodge |
| Katie Bowman | **Family Traveller** | Flagged up new openings and foodie hotspots |
| Sam Priestley | **Travel Awaits** | Highlighted The Stackpole Inn as part of a cosy pubs round-up |
| Hannah Crocker | **Pick Me Up!** | Highlighted new openings for 2022 |
| Anna Walker | **Reader’s Digest** | Ongoing communication about finding locals to feature in an article on Tenby |

**Coverage – November 2021**

**Total reach: 62.7 million (62,713,313) / Average DA: 75**

**Press trips (13/14 arranged)**

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| **DATE/JOURNALIST** | **PUBLICATION** | **SUMMARY** |
| Kerry Walkerw/c 17 Jan | Telegraph/Lonely Planet/Undiscovered Wales | Itinerary being discussed in conjunction with Cywain |
| Spring 2022 TBCKevin Pilley | City A.M. | Staying at St Brides Hotel |
| Lydia Winter | Foodism | Keen on a spring visit |
| Les Dunn | Delicious | Planning a spring/summer visit |
| Xenia Taliotis | Freelance/National press/Breathe Magazine/TBS Private Banking | Interested to visit in 2022  |
| Phoebe Smith | Freelance/Travel & adventure media | Liaising about a visit in 2022 |

**Other activity**

* Travel PR had an online meeting with the team at Cywain to discuss forthcoming press trips in connection with Pembrokeshire

***2.12.21 – Travel PR***