TRAVEL PR ACTIVITY SUMMARY:
VISIT PEMBROKESHIRE
September 2022

Press Releases (1/7)
- What’s Happening Autumn 2022 – drafted September 2022

Shorts & Round Ups (1/10)
- Hunt for scarecrows at the Bwbach Festival at Bluestone Resort – Pembrokeshire from £960 per family of four

Media contact summary

<table>
<thead>
<tr>
<th>CONTACT</th>
<th>PUBLICATION</th>
<th>SUBJECT</th>
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<tbody>
<tr>
<td>Jo Chapman</td>
<td>Take A Break</td>
<td>Sent details on St Davids and the attractions/sights, for a feature on fairytale city breaks. Credited Twr y Felin Hotel as an affordable option for readers.</td>
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<tr>
<td>Kim Jones</td>
<td>familytraveller.com</td>
<td>Pitched VP, as she was looking for self-catering and dog friendly accommodation in Saundersfoot or Tenby.</td>
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<td>Laura Fowler</td>
<td>Daily Telegraph</td>
<td>TPR pitched VP for a round-up on taking weekend breaks in lesser-visited parts of the UK.</td>
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<td>Sarah Baxter</td>
<td>Daily Telegraph</td>
<td>Pitched The Grove of Narbeth for a feature round-up on not-so-bleak Britain and great things to do in the UK over winter.</td>
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<td>Andy Cooper</td>
<td>Coast Magazine</td>
<td>TPR pitched VP. Andy is the new editor, he needs to get through current content first, but is interested for next year. TPR to follow up in due course.</td>
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<tr>
<td>Polly Humphris</td>
<td>Metro</td>
<td>Halloween details on Bluestone’s scarecrow festival for a Halloween round-up on events and attractions.</td>
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Coverage – September 2022
N/A

Press trips (0/7)
**Competition Opportunities**

**Best.** TPR have looked into the opportunity. Best are still keen to work with VP with another hotel or accommodation partner. They would be able to wait until end of Oct/early Nov for copy and pics etc. but would ideally need to know the prize partner by the end of next week. Waiting for VP to revert back.

Best is a weekly magazine published by Hearst, aimed at women between 44-60. Circulation: 101,755

**Meetings**

- PR call to kick-start campaign – 26th September

**Planning**

- TPR created a new Horizon Calendar and Press Trips log for 2022-23: [https://docs.google.com/spreadsheets/d/1b4ThOVTB3AKy3YZLeayhu7jWxKB_0FBwA4J1smltVMQ/edit#gid=963431304](https://docs.google.com/spreadsheets/d/1b4ThOVTB3AKy3YZLeayhu7jWxKB_0FBwA4J1smltVMQ/edit#gid=963431304)

05.10.22 – Travel PR