

JANUARY 2024 PRESS ACTIVITY AND COVERAGE

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP/RESULTS
Press trips	Coast, Andy Cooper 3-7th Jan	Finalised itinerary for editor's Pembrokeshire Road trip 3-7th Jan. Secured accommodation at Llys Meddyd (3rd Jan), Twr y Felin (4,5th Jan) and St Bride's Spa (6th Jan). Liasied with Really Wild Emporium and Hidden Routes/Wild Sauna re itinerary. Followed up on return	Issue fact box and images.
	Bristol Post/Western Daily Press and Daily Post, Stan Cullimore 5-9th Feb	Finalised visit including accommodation secured at Gate House Barn for a x3 night stay 5th Feb and wild sauna experience. Coastal foraging with Craig Evans and dinner at Blas Restaurant	Follow up and issue fact box
	Sian Evans, Observer 9-11 Feb	Liaison with Sian Evans regarding commission for best sauna experiences feature. Secured accommodation at Llys Meddyg and sunset sauna. Provided walking suggestions	Finalise itineary and issue fact box
	Rachel Loos, Grazia, May half term	Liaison regarding a family stay including Celtic Deep puffin experience. Richard Rees keen to progress. Contact Milford Waterfront re hosting at Ty Hotel	Confirm accommodation and dates for the experience
	Spectator Magazine, Tom Goodenough	Liaison with travel editor regarding spring self-catering visit.	Progress in the new year
	Kevin Rushby, Guardian	Ongoing liaison about Kevin's commission to write about the Celtic Camino pilgrimage for Guardian.	Ireland organisers have confirmed support for the trip. Liaison with writer re April dates.
Press Realeases/nibs	February half term	Drafted nib and issued to travel editors and requests	Monitor coverage
	Pembrokeshire's quiet seaweed revolution	Drafted pitch and issued to Lisa Markwell, Telegraph's food editor	Follow up with Telegraph and pitch to food editors for story
	New VIP Wales itinerary	Drafted release to announce this new tour.	Monitor coverage
	Easter in Pembrokeshire	Drafted nib and issued to the Guardian and Times for round-up	Monitor coverage
Media Liaison	Forbes	Pitched, Penally Abbey as best places to stay for 2024	Monitor coverage
	Joe Smith, Daily Mirror	Sent suggestions of what to do in Tenby for feature	See coverage
	Guardian, Rachel Dixon	Pitched the Big Retreat for wellness feature	To be monitored.
	The Times	Provision of info for feature on holidays under £500	Sent Folly Farm - will monitor coverage.
	Chat, Flossie Palmer	Sent information on spring walks and Skomer visits for feature	Coverage expected in March
	Telegraph	Sent information on TYF for round-up of adrenalin junkie trips.	To be monitored.
	Paul Bloomfield, Wanderlust	Sent information and followed up with images regarding Pilgrim walking tour	Coverage expected in the spring
	Press Association	Met with travel ed, Sarah Marshall, who is keen to send writers to Pembrokeshire.	To extend invite with specific ideas and dates.
	Alicia Miller, Evening Standard	Sent information regarding stargazing stays at the Little Retreat	Monitor coverage
	Zoe Bishop, Best	Sent information on walking ideas for 2024	Monitor coverage
	Sarah Baxter, Telegraph	Sent suggestions for Best of Britain feature month by month	Coverage expected in February
	Jane Knight, Travel Magazine	Pitched wildwater for world's most scenic sauna feature	Coverae expected in March
	Helena Cartwright, Woman's Own	Suggested the Big Retreat for solo travel events feature	Monitor coverage

	Guardian, Holly Tuppen	Sent information regarding forthcoming archeological programmes	Journalist unable to use as they are not totally confirmed
	Rebecca Goodman, Independent	Sent information on Llys Meddyg's foraging and smokery for food feature	Monitor coverage
	Laura Millar, Escapism	Pitched Celtic Deep's wildlife experiences for round up feature	Monitor coverage
	Bethan Jenkins, Good Housekeeping	Pitched Polly Shute for a new directions feature -'Why I started a festival in my 50s'. Journalist confirmed Polly is on her shortlist and will be in touch if editor commissions feature.	Await confirmation from writer
	Victoria Lissaman, Mirror Group	Sent spa break package for round up feature	Monitor coverage
	Simon Heptinstall, Daily Mail	Pitched Dyffryn Fernant for gardens feature. Journalist confirmed on his shortlist	Monitor springtime coverage
Other/meetings	Member liaison	Email and telephone updates with members to secure story ideas and itineraries	Ongoing

PRESS COVERAGE RECEIVED JANUARY 2024

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
01/01/2024	Free events in UK	Telegraph online	https://www.telegraph.co.uk/family/life/25-free-and-bargain-events-for-new-years-day/	£23,784.96	71,077,047
01/01/2024	Get up and go with these free New Year's Day events	Daily Telegraph	Natalie Paris	£51,056.10	317,817
13/01/2024	Hot on the Trail	i-Paper	Sarah Baxter	£20,320.56	141,223
12/01/2024	15 Best new walks	timesonline	15 of the best new walks you haven't tried yet (inews.co.uk)	£43,206.00	1,609,658
20/01/2024	Tenby's an oasis of calm	www.mirror.co.uk	https://www.mirror.co.uk/news/uk-news/idyllic-uk-seaside-town-dubbed-31895084	£155,983.00	581,138
TOTAL				£294,350.62	73,726,883