

TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE APRIL 2023

Press Releases (2/5)

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Shorts & Round Ups (6/10)

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Media contact summary

CONTACT	PUBLICATION	SUBJECT
Harry & Lydia	www.thenomadsguide.co.uk	Contacted TPR looking for paid collaboration for social media content. Stats are not very high, TPR declined.
Jade Braham	Luxury Lifestyle Magazine	Jade was organising a trip to Wales, so TPR pitched VP. Will stay at The Grove Narberth
Caroline Wheeler	June issue of Coast (on sale 28th April).	Further contact, relating to the star gazing story. Piece is due out in June issue.
Jenny Wood	Freelance	TPR liaised on further information for weatherproof attractions for the family for the May bank holiday.
Ollie	The Luxury Report	Followed up regarding feature that was due in April's magazine. Now out.
Victoria Hrstic	Fabulous Magazine	Ongoing contact with Victoria. First feature came out 2 nd April. Send feature due out later this spring.
Kerry Walker	Freelance	Ongoing liaison with Kerry, who has confirmed National Geographic Traveller. Ongoing.
Paul Miles	Freelancer	TPR followed up with Paul who visited in February for Coast Magazine. Feature due out imminently.

Coverage – April 2023

Total Potential Reach: 23,688,700 / Average DA: 71

Press trips (6/7)

DATE/JOURNALIST	PUBLICATION	SUMMARY
Natasha Foges	BRITAIN – the official magazine of VisitBritain	Natasha will stay at https://www.fishguardbay.com/ 31 st May & 1 st June & https://twryfelinhotel.com/ 2 nd and 3 rd June This will be for July/Aug issue

Competition Opportunities

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Meetings

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Planning

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

4/05/23 – Travel PR