

## TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE December 2022

### Press Releases (1/5)

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### Shorts & Round Ups (6/10)

- 1) Tenby's Boxing Day Swim Celebrates Its 50<sup>th</sup> Anniversary & New Year's Day Saundersfoot Swim returns after a two-year absence. (sent out separately)

### Media contact summary

CONTACT	PUBLICATION	SUBJECT
Andy Cooper	Coast Magazine	Ongoing liaison re. "Hot Hotel" February edition for St. Brides.
Esther Marshall	Daily Express	TPR pitched VP for consideration for a round-up on exciting news for 2023, she was working on.
Rhiannon Batten	The Times	TPR pitched St. Brides Spa Hotel for a feature on heated outdoor swimming pools in Scotland and Wales.
Catherine Bennion-Pedley	Fabulous Magazine	Followed up with Catherine again. She is proposing a trip in March, as she is tied up with other trips for the next few weeks. TPR to contact again in Jan.
Stacey Carter	Natural Health Magazine	TPR pitched Preseli Venture and Unwind Retreats for a feature on micro-retreats, why they're growing in popularity and what's out.
Emma Sheppard	IPaper - ITravel	Sent information for a piece she is working on about best value travel destinations for 2023.
Lucy Thackeray	The Independent	TPR pitched VP for a travel trends 2023 round up.
Kerry Walker	Lonely Planet Great Britain Guide	TPR had arranged tickets for Kerry and family to visit Folly Farm for a day on 10 <sup>th</sup> Dec, but had to cancel due to ill health. Kerry has requested to visit mid-Jan instead. Ongoing.
Gemma Heavens	HH&S. (a company who works with I Newspaper on marketing opportunities)	Currently discussing with Gemma, the possibility of VP's involvement for a competition/rewards opportunity with I Newspaper for their subscribers (50K people). Competitions must be exclusive and are sent to subscribers in an email. No data available, in exchange 50k email alert. <a href="https://rewards.i-subscription.co.uk/">https://rewards.i-subscription.co.uk/</a>

Damien Gabet	Freelance/Daily Mail	Pitched Pembrokeshire coastline and the historical element.
Rhiannon Batten	The Times	TPR pitched Unwind Retreats for a round-up on "Unusual New Outdoor Activity Breaks in Winter in the UK". Unwind Retreats doesn't work for that particular feature, but she might look to include in the future.
Angela Epstein	Daily Mail	Pitched Pembrokeshire's coast and St David's for a round-up on UK Hidden Gems.

### **Coverage – December 2022**

**Total reach: 79,398,655 / Average DA: 68**

### **Press trips (2/7)**

DATE/JOURNALIST	PUBLICATION	SUMMARY
Rachel Broomhead	Country Walking Magazine	Ongoing contact with Rachel re. walking press visit. Feature expected to be between 6-8 pages – 1,500/2k copy.
Paul Miles	Coast Magazine/Freelance	Paul has suggested a visit on Weds 1st & Thurs 2nd February.  <b>This will be for a different feature and will not conflict with Andy Cooper's feature. Ongoing.</b>

### **Competition Opportunities**

**Best.** TPR liaised on winner's details for competition. Data will go directly to Elaine Bell.

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

<file:///C:/Users/sallyf/AppData/Local/Microsoft/Windows/NetCache/Content.Outlook/FKX67XKA/50B%20Comp%20%20-%20Visit%20Pembrokeshire.pdf>

### **Meetings**

- PR Meeting - 7<sup>th</sup> December

### **Planning**

- TPR created an 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)

**1/01/23 – Travel PR**