

DECEMBER 2023 PRESS ACTIVITY AND COVERAGE

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP/RESULTS
Press trips	Coast, Andy Cooper	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.	Follow up and prepare fact box
	Bristol Post/Western Daily Press and Daily Post, Stan Cullimore	Met with this freelance writer and set up visit. Accommodation secured at Gate House Barn for a x3 night stay 5th Feb and wild sauna experience.	Finalise other itineary elements
	Delicious magazine	Liaison with editor re food focused trip/feature for 2024.	He is keen but has asked us to contact him in June, when he will be looking to commission new trips.
	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.	Liaising with Ireland organisers to arrange suitable itinerary for Spring 2024
Media Liaison	Christy Spring, Escapism	Sent ideas for walking feature	To be monitored.
	Daily Telegraph	Pitched Blue Horizons/Celtic Camino and new e-biking tour for Best UK Breaks feature.	To be monitored.
	Daily Telegraph	Provided information on Saundersfoot swim and Coast Path poetry box trail for post Xmas feature	See coverage
	Observer	Ongoing liaison with freelance contributor, Annabelle Thorpe re possible trip.	Follow up to secure dates for suggested visit in the spring.
	Jane Knight, British Travel Magazine	Pitched feature ideas for 2024 travel spread	Monitor coverage
	Lucy Perrin, Times	Sent information on wildlife experiences following calls with Celtic Deep and Top of the Woods	Monitor coverage
	National Geographic Traveller	Pitched Fishguard for stay at home feature	Follow up in Jan
	Sarah Baxter, Telegraph	Pitched ideas for ultimate British breaks feature	Coverage expected in January
	Lily Smith, Top Sante	Pitched the Big Retreat for Solo Travel feature	Monitor coverage
	Janet McMeekin, freelance interiors	Ongoing liaison regarding interiors/design backgroundlinked to specific properties.	Follow up in January
	Richard Mellor, Times	Pitched Blackpool Mill for Restaurants in historic venues feature	Not included on this occasion
Meetings/other	Update meeting with Visit Pembrokeshire	Catch up meeting and followed up with post meeting notes	Ongoing
	Member liaison	Email and telephone updates with members to secure story ideas and itineraries including Little Retreat, Tenby Golf, Wild Water Sauna, Celtic Deep, Top of the Woods	Ongoing

PRESS COVERAGE RECEIVED DECEMBER 2023

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
01/12/2023	Why Britain is best in the bleak season	Telegraphonline	https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/low-prices-no-crowds-why-britain-best-bleak-season/	£23,784.96	71,077,047
01/12/2023	Counties without the crowds in winter	Yahoo	Low prices, no crowds – why Britain is best in ‘bleak’ season (yahoo.com)	£26,667.00	993,472
07/12/2023	The UK's most unusual winter events	inews	https://inews.co.uk/inews-lifestyle/travel/uks-best-unusual-winter-events-from-pagan-traditions-to-hogmanay-fireballs-2794889	£43,203.00	1,609,658
11/12/2023	UK's best dog free stays	timesonline	https://www.thetimes.co.uk/article/the-best-dog-free-stays-if-you-want-to-avoid-four-legged-friends-99wl0gc3k	£64,235.00	2,432,221
23/12/2023	Bitesize Boxing Day walks	i-news	Sarah Baxter	£33,747.36	141,223
TOTAL				£191,637.32	76,253,621