

DECEMBER 2024 PRESS ACTIVITY AND COVERAGE

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP/RESULTS
Press Trips	Brock and Betty	Approved final reels and content for this travel by train commission.	Approve final blog post to go live end of January together with report
	Sarah Baxter, Times, Telegraph and Guardian	Finalised itineraries for this freelance writer regarding writing several features: Telegraph focused on Gwaun Valley from Newport; Car free from Fishguard for the Guardian and Sauna and walking for the Times. Sent fact boxes and images	See coverage with more to follow in January
	Coast Magazine, Alex Fisher	Liasion regarding Pembrokeshire itinerary. She is keen to visit in Feb	Set up itinerary
	Country Walking magazine, Matthew Pike	Twr Y Felin stay with coast path walking itinerary.	Coverage in March 2025
Promotions	Yeo Valley	Finalised copy and assest for Bluestone and Yeo competition prize and data running 1-31st December	Send results and data post competition and contact winner
Press Releases	Open to All	Issued release to specialist titles	Follow up with specialist titles and issue to national media
	Artafoot	Revised release	Issue once art in situ and images are available
	Christmas activities	Issued	See coverage
Media Liaison	James Stewart, Times	Suggested Preseli Eco stay for invigorating new year breaks round up	Monitor coverage
	Vita Molyneaux, Express online	Sent selection of winter walk and Boxing event activities	See coverage
	Kevin Pilley, freelance	Liasion with this freelance writer regarding a stay at the Grove. Passed his details to Seren PR team	no further action
	Saskia O'Donaghue, i-paper	Drafted quote from Emma Thornton regarding where to visit in Pembrokeshire for 2025	See coverage
	Chris Moss, Daily Telegraph	Liaison with journalist re input for Visitor Levy feature, including quote from Emma and Seren.	See coverage
	The Times	Lunch meeting with Times Travel Doctor who is always keen to include Pembrokeshire in her answers to reader queries.	To keep in touch throughout the year.
	Rachel Dixon, Guardian	Sent suggestions including Wilder Retreats co-lab with Wild Water Sauna for new year retreats round up	Monitor coverage
	Rebecca Pitcairn, Coast	Sent information the Swan in Little Haven for pub by the sea feature. Followed up with images	Feature in appear in Feb issue

	Jane Anderson, Red Magazine	Sent suggestions including new Preseli Ventures car-free activity holidays, swimming with puffins and artafoot for holidaying with teens round up feature	Monitor coverage
	Lisa Minot, The Sun	Pitched Bluestone stays for 'a year of holidays' ideas	Not included as writer decided to focus on oversea destinations
	Jack Rear, Telegraph	Sent series of festive walking suggestions linked to places to stay	See coverage
	Sarah Marshall, PA	Pitched Llys Meddyg for Twixmas stays	Not included
	Sarah Baxter and Paul Bloomfield, freelance contributors to Times and Telegraph	Lunch meeting with both to discuss possibilities for 2025 - Sarah had just returned from her Pembrokeshire visit.	Ongoing
	Emma Featherstone, i-news	Met the deputy travel editor and pitched Narberth as a winter break suggestion, OTA itineraries, car free suggestions, seaweed hook and artafoot	Writer to commission some features and will revert in January
Other	Member liaison	Email and telephone updates with members to secure story ideas and itineraries.	Ongoing
	GWR/TFW campaign	Ongoing liaison with Visit Pembrokeshire team and rail operators.	Draft release and issue. Secure national media trip

PRESS COVERAGE RECEIVED DECEMBER 2024

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
03/12/2024	Britain's prettiest towns ranked	Telegraphonline	https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/britains-prettiest-ugliest-towns-ranked-and-rated	£62,741.00	2,300,000
06/12/2024	Wales' tourism problem	Telegraphonline	https://www.telegraph.co.uk/travel/news/wales-tourism-problem/	£30,653.13	2,300,000
16/12/2024	UK's 15 best national parks	Telegraphonline	https://www.telegraph.co.uk/travel/activity-and-adventure/best-national-parks-britain/	£27,402.10	2,300,000
21/12/2024	60 Brilliant Boxing Day walks	Daily Mail	Simon Heptinstall	£125,654.00	875,125
21/12/2024	60 Brilliant Boxing Day walks	Daily Mail Scotland	Simon Heptinstall	£124,703.70	67,921
25/12/2024	Best beaches for winter walks	Express online	https://www.express.co.uk/travel/articles/1980511/best-beach-walks-winter-UK-christmas	£19,706.00	7,339,450
26/12/2024	My perfect winter staycation in Wild Pembrokeshire	Times online	https://www.thetimes.co.uk/article/pembrokeshire-winter-beach-break-wd0c2d260		
26/12/2024	Boxing day walks to blow away the cowwebs	Telegraphonline	https://www.telegraph.co.uk/travel/activity-and-adventure/26-bracing-walks/	£31,248.12	2,300,000
26/12/2024	Bracing walks to blow away the cobwebs	Sunday Telegraph	Jack Rear	£196,460.55	317,817
28/12/2024	A wild break in Pembrokeshire	Times	Sarah Baxter	£34,960.56	365,880
30/12/2024	Best of 2025 from the tourism experts	i-paper	Sakia O'donoghue	£9,752.80	141,223
			TOTAL	£663,281.96	18,307,416