

TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE FEBRUARY 2023

Press Releases (2/5)

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- Shorts & Round Ups (6/10)
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Media contact summary

CONTACT	PUBLICATION	SUBJECT
Harriet Marsden	Freelancer	Following dissemination of Stargazing release, Harriet contacted TPR expressing interest.. She will look to pitch to various titles.
David Simpson	Hotelview.net	Liaised with David re. stargazing release. Now posted.
Ollie	The Luxury Report	TPR pitched Pembrokeshire coast-line and The Grove of Narberth for the spring issue. Now posted and will be in the spring magazine.
Bec Miles	Freelance/Charitable Traveller, Bluestone I Paper	Bec contacted TPR for last minute support for one night's accommodation for a late commission from I Paper.
Catherine Bennion-Pedley	Fabulous Magazine	Ongoing contact with Catherine, re. Victoria Hrastic's trip to Saundersfoot and Tenby. Ongoing.
Melanie Abrams	www.dreamescapemagazine.com	Melanie contacted TPR for information relating to Llangwm Literary Festival 2023 for their summer issue

Coverage – February 2023

Total Potential Reach: 11,520,876 / Average DA: 68

Press trips (5/7)

DATE/JOURNALIST	PUBLICATION	SUMMARY
Nick Hallissey	Country Walking Magazine	Nick stayed at The Anchor - 31 st January. Very good feedback. Will notify TPR in due course when feature comes out.
Paul Miles	Coast Magazine/Freelance	Paul visited 1st & 2nd February. TPR just liaising on imagery and further info. This feature is focusing on Saundersfoot for the June 2023
Victoria Hrastic	Fabulous Magazine	Victoria visited with family to Solva between 11th- 15th and Tenby 15th- 19 th Feb. Excellent feedback, had a very good week. She will be writing

		two separate features. The first on Saundersfoot and Tenby will be coming out shortly
Kerry Walker	1) The Daily Telegraph 2) National Geographic Traveller 3) Lonely Planet Guide 4) Conde Nast Traveller	<p>Kerry visited Folly Farm on 14th January to include in any forthcoming family features in The Telegraph</p> <p>She is also staying in Byre Cottage from 19th – 21st February hosted by Preseli Cottages for a feature on Preseli Hills for National Geographic Traveller. Also organised a visit to Really Wild Emporium and The Bug Farm. Ongoing</p> <p>Kerry has been commissioned to write a first-person eyewitness feature on boating over to Skomer to observe wildlife for National Geographic Traveller magazine Wales special (Jul/Aug issue) and Lonely Planet Guide. Need confirmation of dates. Ongoing</p> <p>Foodie trip including St David's for Conde Nast Traveller. Ongoing</p>

Competition Opportunities

Neil Martins, HH&S (a company who works with I Newspaper on marketing opportunities). Currently working on a competition with Velfrey Vineyard. Competition to appear in paper as well as an e-alert for subscribers (50K people).
<https://rewards.i-subscription.co.uk/>

Meetings

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Planning

- TPR created an Horizon Calendar and Press Trips log for 2022-23:
https://docs.google.com/spreadsheets/d/1b4ThOVB3AKy3YZLeayhu7jWxKB_0FBwA4J1smltVMQ/edit#gid=963431304

1/03/23 – Travel PR