

## TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE January 2023

### Press Releases (2/5)

- **For A Night Sky Like No Other, Pembrokeshire Sets The Stage For A Glimmering Showcase This Winter**

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

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### Media contact summary

CONTACT	PUBLICATION	SUBJECT
Mary Comber	Women's Fitness	Sent information for outdoor activity courses, fitness camps and activity weekends.
Laura Fowler	Daily Telegraph	Pitched new Rhino Lodges, Folly Farm, for round-up on brand-new family activities for '23.
Alice Smellie	Daily Mail/Daily Telegraph/Times/Metro	TPR pitched a selection of ideas for a health/beauty workout round-up.
Catherine Bennion-Pedley	Fabulous Magazine	Followed up with Catherine. She has commissioned a writer to go Feb half-term. Writer has arranged own accommodation, just seeking assistance with itinerary. Ongoing.
Orla Thomas	The Time	Pitched Folly Farm for "Seven Best Glampsites for kids"
Rudolf Abraham	Freelance	Following dissemination of Stargazing release, Rudolf contacted TPR expressing interest. He will see if he can get a commission and revert if he can.
David Simpson	Seaview Magazine	Following dissemination of Stargazing release, David contacted TPR requesting images.
Helen Milbank	Group Travel	Following dissemination of Stargazing release, Helen requested images and will run in March's magazine.
Patrick Ovenden	Tenby Observer	Following dissemination of Stargazing release, Patrick contacted TPR requesting images. Now posted.
Simon Parker	1) Daily Telegraph 2) The Times	1) Contacted TPR for the best 20 cycling holidays for this summer 2) TPR sent details over on Hidden Routes for a feature on cycling/hiking/canoeing trips.
Damien Gabet	Freelance/Daily Mail	Following the dissemination of the Stargazing release, Damien contacted TPR expressing interest to visit.
Paul Bloomfield	Daily Telegraph	TPR pitched VP for a walking holiday feature, however, the holiday needs to be packaged with a tour operator.

## Coverage – January 2023

Total Potential Reach: 133,816,804 / Average DA: 81

### Press trips (5/7)

DATE/JOURNALIST	PUBLICATION	SUMMARY
Nick Hallissey	Country Walking Magazine	Nick will stay at The Anchor - 31 <sup>st</sup> January.
Paul Miles	Coast Magazine/Freelance	Paul is visiting on Weds 1st & Thurs 2nd February. This feature is focusing on Saundersfoot  <b>his will be for a different feature and will not conflict with Andy Cooper's feature. Ongoing.</b>
Catherine Bennion-Pedley/Writer	Fabulous	Writer will visit with family to Solva between 11th- 15th and Tenby 15th- 19 <sup>th</sup> Feb.
Kerry Walker	1) The Daily Telegraph 2) National Geographic Traveller 3) Lonely Planet Guide 4) Conde Nast Traveller	Kerry visited Folly Farm in January to include in any forthcoming family features in The Telegraph  She is also staying in Byre Cottage hosted by Preseli Cottages for a feature on Preseli Hills for National Geographic Traveller. Ongoing  Kerry has been commissioned to write a first-person eyewitness feature on boating over to Skomer and staying overnight to observe wildlife for National Geographic Traveller magazine Wales special (Jul/Aug issue) and Lonely Planet Guide. Ongoing  Foodie trip including St David's for Conde Nast Traveller. Ongoing

### Competition Opportunities

**Neil Martins**, HH&S (a company who works with I Newspaper on marketing opportunities). Currently discussing with Neil, 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.

<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/1b4ThOVTB3AKy3YZLeayhu7jWxKB\\_0FBwA4J1smltVMQ/edit#gid=963431304](https://docs.google.com/spreadsheets/d/1b4ThOVTB3AKy3YZLeayhu7jWxKB_0FBwA4J1smltVMQ/edit#gid=963431304)