

JULY 2024 PRESS ACTIVITY AND COVERAGE

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP/RESULTS
Press Trips	Observer Magazine, Eva Wiseman	Finalising itinerary for writer Eva Wiseman. Liaison with Beachfood, Serin, Really Wild Emporium, Car y Mor, Pembrokeshire Council (aquaculture), Craig Evans and Annwyn. Accommodation secured at Bluestone for 12-16 August	Eva has requested change of date - awaiting feedback before progressing.
	BBC Good Food/Olive Magazine Barney Desmazeray	Press trip completed.	Coverage in the autumn
	Sainsbury's Magazine, Melanie Leyshon 24-26 March	Press trip completed and fact box sent. Followed up with images	Coverage expected in August/Sept issue
	Jessica Roe, National World Media	Press trip completed and fact box sent. Followed up with images	Coverage imminent
	Country Walking magazine	Liaison with Twr Y Felin PR and features editor re stay for feature on walking coastal path.	Accommodation confirmed for August 30th.
	Delicious magazine	Liaison with editor re possible trip in September.	Editor keen to cover Pembrokeshire for 2025, looking to commission writer in September.
	Love Travelling, Marion Collinson	Set up itinerary focused in and around St Davids	Coverage imminent
Promotions	Yeo Valley	Promotions editor confirmed Pembrokeshire opportunity for January 2025. Keen to progress with Bluestone	Finalise date and assets etc in Sept
Press Releases	Summer events in Pembrokeshire	Drafted and issued	Monitor coverage
Media Liaison	Trisha Harbord, The Sun	Drafted and pitched copy on Folly Farm for feature	Monitor coverage
	Cyanb Fielding, Mirror online	Pitched Pembrokeshire islands and what to do and see on them for round up	See coverage on Dinas island
	Rhiannon Batten, Times/freelance	Sent information on Blue Lagoon for round up feature	See coverage
	The Times, Annabelle Thorpe	Provision of information for feature on Best New Gastro Pubs	Submitted Olde Point House new rooms, but not new enough.
	The Times, James Stewart	Provision of information on new accommodation and eateries for upcoming piece on 'what's new in Pembrokeshire'.	Coverage expected September.
	Annabelle Lee, Closer	Pitched summer days out ideas	Monitor coverage
	Chanelle Georgina, Express	Sent information on best beaches feature	See coverage
	Lucy Thackeray, Times	Sent information Tenby and TFW train links for feature	See coverage
	Jane Anderson, inews	Liaison regarding copy and pricing for wet weather feature	See coverage
	Red Magazine, Megan O'Connor	Pitched Bluestone for Christmas feature	Monitor coverage
	The Sun, Mel Hunter	Pitched free activities for kids ideas	Monitor coverage
	Laura Sharman, Daily Mail	Pitched Pembrokeshire for large group visit following lead from Coastal Cottages	Follow up
	Other	Member liaison	Email and telephone updates with members to secure story ideas and itineraries. Met with Donna Page to discuss aquaculture/tourism opportunities and Sally Boyton re open to all
GWR/TFW campaign		Liaison with VP re PR support for possible collaboration with GWR/TFW	ongoing, awaiting feedback from pitch meeting.

PRESS COVERAGE RECEIVED JULY 2024

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
04/07/2024	Best UK coastal walks	Mirroronline	https://www.mirror.co.uk/travel/uk-ireland/coastal-walk-takes-you-around-33167843	£15,559.83	5,811,138
04/07/2024	30 of the best spa hotels	Timesonline	https://www.thetimes.co.uk/article/best-spas-in-the-uk-0999hdnc7	£28,673.38	808,018
06/07/2024	Weatherproof your UK summer break	i-news	Jane Anderson	£31,903.68	1,411,223
05/07/2024	13 weatherproof UK holidays	inewsonline	https://inews.co.uk/inews-lifestyle/travel/weather-proof-uk-holidays-book-last-minute-family-3147268	£43,206.00	16,609,658
16/07/2024	Best secluded beaches	expressonline	https://www.express.co.uk/travel/articles/1923702/best-beach-uk-wales-barafundle-bay	£197,006.00	7,339,450
16/07/2024	Best tidal pools	Times online	https://www.thetimes.com/travel/destinations/uk-travel/best-sea-tidal-pools-uk-wzbp5kz96	£24,539.07	808,018
31/07/2024	20 of the Best Wild Swimming spots in the UK	Telegraph online	The UK's 20 best wild swimming spots (telegraph.co.uk)	£18,320.00	722,413
17/07/2024	10 of the best beaches you can reach by train	Times online	https://www.thetimes.co.uk/article/10-of-the-uks-best-beaches-that-you-can-reach-by-train-dqwhl92nd	£31,539.07	808,018
31/07/2024	Best Places to visit in UK This Summer	Guardian online	The bucket and spade list: 10 new reasons to visit the British seaside this summer Beach holidays The Guardian	£256,657.00	9,561,753
TOTAL				£647,404.03	43,879,689