

JUNE 2024 PRESS ACTIVITY AND COVERAGE

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP/RESULTS
Press Trips	Observer Magazine, Eva Wiseman	Following meeting with travel editor, Eva has been commissioned to write a story focused on seaweed. Accommodation secured at Bluestone	Finalise itinerary for August visit
	BBC Good Food/Olive Magazine Barney Desmazeray	Liaison with Craig Evans re this foraging visit and Annwn review following Four Corners seaweed story pitch	Coverage in the autumn, with social posts
	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
	Delicious magazine	Liaison with editor re possible trip in September.	Editor keen to cover Pembrokeshire for 2025, looking to commission writer in July.
	i-paper, Luke Waterson	Organised visit for Fishguard weekend feature. Sent images	See coverage
	National Geographic Traveller	Meeting with commissioning editor, Charlotte Wigram Evans, re Stay at Home feature for early 2025 issue.	Waiting to confirm dates.
	Love Travelling, Marion Collinson	Set up itinerary focused in and around St Davids	Coverage imminent
	Kevin Rushby, Guardian 15-21 April	Finalised itinerary for pilgrim route liaising with Pembrokeshire and Irish contacts. Followed up on return.	Issue fact box and images
Promotions	Spectator	Liaison with winner and Elm Grove team	Promotion completed
	Yeo Valley	Promotions editor confirmed Pembrokeshire opportunity for January 2025	Follow up with VP team, secure prize and slot
Press Releases	Coastal encounters in Pembrokeshire	Drafted and issued	Monitor coverage
Media Liaison	Giselle Whittaker, Fine & Country Magazine	Pitched Penally Abbey for hotels by the sea feature	
	Holly Brotherton, the Sun	Sent information on Pembrokeshire's islands	See coverage
	Inclusive Design, Juliet Denis	Pitched Blue Horizons for accessible travel feature	Coverage expected in August/Sept issue
	Rachel Dixon, Guardian	Pitched ideas for 'reasons to go to the seaside' feature	Monitor coverage
	Georgina Aspinall, Grazia Juggle	Pitched family days out ideas	Monitor coverage
	Tamara Hinson, Freelance	Pitched the Bug Farm for unusual days out feature	Monitor coverage
	Gemma Bowes, Times	Pitched family puffin swimming	Will look again in 2025, as the trip was launched too late in the season to work for 2024
	Jane Anderson, inews	Pitched Bluestone for wet weather holiday ideas	Coverage in July
	Mia Rodriguez, Food & Travel	Pitched Old Point House events for round up feature	Coverage expected in August issue
	Donna Ferguson, Guardian	Pitched wet-weather ideas	Monitor coverage
	Bella, Zoe Bishop	Pitched summer days out ideas	Monitor coverage
Other	Member liaison	Email and telephone updates with members to secure story ideas and itineraries	Ongoing

PRESS COVERAGE RECEIVED JUNE 2024

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
02/06/2024	24 of the UK's best cabins	Times	Sarah Baxter	£88,849.20	365,880
June	Wonder in Pembrokeshire	Northern Ireland Travel News	https://content.yudu.com/web/2nwel/0A2nwem/June-2024/html/index.html?page=16&origin=reader	n/a	25,000
07/06/2024	Best seaside and beach hotels in the UK	Telegraph online	https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/articles/best-seaside-beach-hotels-uk/	£38,984.76	71,077,047
11/06/2024	Best off peak trips	Times online	https://www.thetimes.co.uk/article/42-of-the-best-off-peak-trips-and-the-hacks-that-save-thousands-qbf9jhh8	£28,673.38	808,018
14/06/2024	Fishguard	i-news	https://inews.co.uk/inews-lifestyle/travel/fishguard-seaside-coves-folk-music-pastel-harbour-3108375	£43,206.00	1,609,658
15/06/2024	Explore the national parks	Daily Telegraph	Sarah Baxter	£101,057.85	317,817
17/06/2024	10 of the best national parks	Times online	https://www.thetimes.co.uk/article/best-national-parks-uk-8lmsgmmh3	£31,539.07	808,018
18/06/2024	Little known UK islands	Sun online	https://www.thesun.co.uk/travel/28566802/tiny-uk-island-cotswolds-holidaymakers-rent/	£45,091.04	31,781,861
19/06/2024	7 of the UK's loveliest high streets	Times online	https://www.thetimes.co.uk/article/seven-of-the-uks-most-thriving-high-streets-best-for-shopping-rp3fqw3c8	£30,784.76	808,018
20/06/2024	Best new hiking routes	Backpacker Magazine	https://www.backpacker.com/trips/7-epic-international-long-trails-you-probably-havent-heard-of-yet/	n/a	649,000
20/06/2024	Long distance footpaths in the UK	MSN	https://www.msn.com/en-gb/travel/news/long-distance-footpaths-in-the-uk/ar-BB1kWfOa	£81,194.00	3,024,868
21/06/2024	7 of the best UK high streets	Sunday Times	Katie Bowman	£51,655.68	647,622
26/06/2024	Best UK summer holiday destinations	Telegraph online	https://www.telegraph.co.uk/travel/lists/best-uk-summer-holiday-to-do-guide-camping-parks-beaches/	£42,401.15	71,077,047
26/06/2024	28 of the most stylish hotels by the sea	Timesonline	https://www.thetimes.co.uk/article/best-seaside-coastal-and-beach-hotels-in-the-uk-t6g0s8v59	£30,784.76	808,018
27/06/2024	Best Seaside hotels	MSN/Red online	https://www.msn.com/en-gb/travel/tripideas/we-ve-found-the-best-luxury-hotels-in-wales-for-a-chic-yet-cosy-getaway/ss-AA1iI0BL	£81,194.00	3,024,868
TOTAL				£695,415.65	186,832,740