

TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE MARCH 2023

Press Releases (2/5)

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Shorts & Round Ups (6/10)

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Media contact summary

CONTACT	PUBLICATION	SUBJECT
Caroline Wheater	June issue of Coast (on sale 28th April).	Following the dissemination of star gazing release, Caroline contacted TPR looking to include coastal locations, for the June issue of Coast. TPR sent further information and images.
Jenny Wood	Freelance	TPR sent recommendations over for a feature Jenny was working on for weatherproof attractions for the family for the May bank holiday.
Ollie	The Luxury Report	Ongoing liaison over printed issue, which is due out in May. Online feature posted.
Kevin Pilley	Be Seeing You	TPR liaised with Kevin for information and images. Now posted. Kevin visited Pembrokeshire last spring for CityAM,
Sarah Baxter	Freelance/The Times	TPR pitched some suggestions for a round-up on May walking holidays.
Jade Braham	Luxury Lifestyle Magazine	Jade is organising a trip to Wales, so TPR pitched VP. Interested.
Victoria Hrastic	Fabulous Magazine	Ongoing contact with Victoria for further info. Features planned imminently.
Kerry Walker	Freelance	Ongoing liaison with Kerry, who has now confirmed that National Geographic Traveller Coverage will be in the June issue. Also looking to go Skomer Island in May.

Coverage – March 2023

Total Potential Reach: 747,626 / Average DA: 30

Press trips (5/7)

DATE/JOURNALIST	PUBLICATION	SUMMARY

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/1b4ThOVTB3AKy3YZLeayhu7jWxKB_0FBwA4J1smltVMQ/edit#gid=963431304

3/04/23 – Travel PR