

## TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE November 2022

### Press Releases (1/7)

--

### Shorts & Round Ups (5/10)

- Hot Destination - Pembrokeshire - disseminated 2/11/22
- A cosy resting place to explore Pembrokeshire for the Winter Solstice – disseminated 24/11/22
- 7nts, Resident Reindeer for a captivating Christmas in West Wales - £187 PP:

### Media contact summary

CONTACT	PUBLICATION	SUBJECT
Andy Cooper	Coast Magazine	Ongoing contact re. opportunities. Currently working on "Hot Hotel" February edition for St. Brides.
Anna Bonet	<a href="https://inews.co.uk">The i paper</a> - <a href="https://inews.co.uk">https://inews.co.uk</a>	TPR pitched VP for a feature on retreats/courses/coaching with interesting angles.
Natasha Foges	Britain (Visit Britain)	Natasha contacted TPR looking for information on 2023 events for July/August issue.
Catherine Bennion-Pedley	Fabulous Magazine	Followed up with Catherine again. She is proposing a trip in March, as she is tied up with other trips for the next few weeks. TPR to contact again in Jan.
Sarah Marshall	Press Association	TPR pitched VP for a "Where to go in '23" feature.
Mary Novakovich	The Independent	TPR pitched Drws Gobaith-West for a UK Christmas cosy cottages.
Helen Ochyra	Fabulous Magazine	TPR sent information on foraging and Pembrokeshire's food scene for a "Good Value and Hot Destinations 2023" feature.
Kerry Walker	Lonely Planet Great Britain Guide	<b>First Request:</b> Kerry contacted TPR seeking suggestions for any major new openings, developments for guide. Also looking to submit ideas for Condé Nast's best places to go in the UK in 2023 list. She was particularly interested in the Wales International Coastal Centre. <b>Second request;</b> Kerry is interested in visiting Folly Farm for the day on 10 <sup>th</sup> Dec. TPR have asked for more dates from Kerry to stay at the new Rhino Lodges in May 23.

Kim Jones	Freelance/Family Traveller	TPR liaised for more images. Coverage now posted.
Larissa Chapman	Psychologies	Pitched fitness weekends and foraging courses for a feature on self-development courses and classes.
Sarah Marshall	The Telegraph	Pitched Preseli Venture weekend fitness retreat for a piece on retreats for 2023.

### **Coverage – November 2022**

**Total reach: 57,917,199 / Average DA: 60**

### **Press trips (2/7)**

DATE/JOURNALIST	PUBLICATION	SUMMARY
Rachel Broomhead	Country Walking Magazine	Ongoing contact with Rachel re. walking press visit. Feature expected to be between 6-8 pages – 1,500/2k copy.
Paul Miles	Coast Magazine/Freelance	Paul is interested to visit Jan/Feb '23. This will be for a different feature and will not conflict with Andy Cooper's feature. Ongoing.

### **Competition Opportunities**

**Best.** TPR currently liaising on copy and pics, etc., for competition. The competition opens on 6<sup>th</sup> Dec and closes on 23<sup>rd</sup> Dec. Best is a weekly magazine published by Hearst, aimed at women between 44-60. Circulation: 101,755

### **Meetings**

- PR Meeting scheduled 7<sup>th</sup> December, 11:00am

### **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)

**1/12/22 – Travel PR**