

**NOVEMBER 2023 PRESS ACTIVITY AND COVERAGE**

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP/RESULTS
<b>Press trips</b>	Coast, Andy Cooper	Pembrokeshire Road trip 3-7th Jan. Secured accommodation at Llys Meddyd (3rd Jan), Twr y Felin (4,5th Jan) and St Bride's Spa (6th Jan). Liasied with Really Wild Emporium and Hidden Routes/Wild Sauna re itinerary.	Finalise the itinerary
	Sunday Times, James Stewart	Finalised stay for hotel review (Penally Abbey). Finalised winter in Pembrokeshire itinerary (Llys Meddyd, Hen Ffemdy). Followed up with images and fact box information.	See coverage
	Spectator Magazine, Tom Goodenough	Liaison with travel editor regarding spring self-catering visit.	Progress in the new year
	Silver Magazine, Lili Lowe	Sent fact box, images	See coverage
	Arbuturian and Dorset Radio, Sarah Tucker 30 Nov - 2 Dec	Finalised Milford Waterfront focused itinerary incorporating food/culture. Ty Hotel hosting x1 night & Milford Waterfront the other. Now being handled via the waterfront team	Follow up post trip with images and fact box
	Kevin Rushby, Guardian	Has commission to write about the Celtic Camino pilgrimage for Guardian.	Liaising with Kevin and Pilgrimage Way to agree dates, routes, support offered etc.
<b>Press Releases</b>	Pilgrim Trail	Drafted and issued release highlighting new Wexford/Pembrokeshire route	Interest expressed from Telegraph and others.
	Hidden Immersion package from Hidden Routes	Drafted and issued release	To be monitored.
<b>Media Liaison</b>	Evening Standard, Ruth Bloomfield	Liasion with this editor who writes a regular 'I moved from London to...' column. She is keen to progress in the New Year. Pitched Mike Bell as a candidate.	Follow up in January
	The Times/Sunday Times	Sent info on Hidden Immersion (newly launched) to James Stewart for 'off season holidays' feature.	To be monitored.
	Observer	Liaison with freelance contributor, Annabelle Thorpe re possible trip.	Loves Pembrokeshire and keen to visit in 2024 - to send ideas in January.
	Delicious magazine	Pitched 'foodie Pembrokeshire' idea to editor.	Awaiting feedback.
	Telegraph, Teresa Machan	Sent information on star gazing and winter walks	See coverage
	National Geographic Traveller	Met with editor, who is keen to pitch Pembs for Stay at Home feature.	To send ideas (Preselli Hills?) in December.
	Times, Susan d'Arcy	Researched and pitched party house suggestions for New Year	Not available or suitable on this occasion
	i-news, Judy Coglean	Provided series of ideas for what's on and what to do over the festive season	See coverage
	Janet McMeekin, freelance interiors	Pitched story on owners with strong interiors/design background to the freelance interiors/travel freelancer.	She will be back in touch in November following magazine pitches
	The Times/Sunday Times	Supplied images for 'cosy places to stay' feature - Penrhiw Farm following pitch last month	See coverage
	i-news and Telegraph, Sarah Baxter	Pitched Tenby/Saundersfoot for best Boxing Day walks; also best walks with a pub to stay. Followed up with images	Coverage expected in December
	Attended Roxhill Meet the Media event	Updated Andrew Eames (freelance FT, People, Times), Richard Mellor (Times, Metro); Adam Ready (Inside Kent); Lizzie Franier and James Stewart (Times), Annabelle Thorpe (Times, Mail, Observer), Phoebe Taplin (Guardian, Country Walking) on client news	Ongoing
	Kerry Parnell, The Lady	Pitched Rosebush walk, Stackpole circular for winter walks feature	Monitor coverage
	i-news Sarah Holt	Pitched Narberth as ideal pre-Christmas shopping stay	Not included on this occasion
	Irish Times, Nicola Brady	Pitched Pilgrim trail and Hidden Routes for weekend ideas for 2024	Monitor coverage
	Bella, Zoe Bishop	Pitched feature ideas for 2024 travel spread	Monitor coverage
	Attended PR/Travel writer networking event	Updated media and PR contacts with client news including Cathy Adams, Times, Jane Anderson, Prima, Sarah Marshall PA media	On going
	Adventure Cyclist, Graeme Green	Liasion with this writer re themes for 2024 including Pilgrim trail and Preseili Hills	He will revert following his meeting with the editor
<b>Meetings/other</b>	Member liaison	Email and telephone updates with members to secure story ideas and itineraries	Ongoing

PRESS COVERAGE RECEIVED NOVEMBER 2023

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
07/11/2023	The UK's prettiest towns for Christmas shopping	timesonline	<a href="https://www.thetimes.co.uk/article/the-uks-prettiest-towns-for-christmas-shopping-chosen-by-you-r2txnfr7v">https://www.thetimes.co.uk/article/the-uks-prettiest-towns-for-christmas-shopping-chosen-by-you-r2txnfr7v</a>	£64,235.00	2,432,221
09/11/2023	23 of the UK's most magical Christmas stays	timesonline	<a href="https://www.thetimes.co.uk/article/23-of-the-uks-most-magical-christmas-stays-j0gz3qnvd">https://www.thetimes.co.uk/article/23-of-the-uks-most-magical-christmas-stays-j0gz3qnvd</a>	£64,235.00	2,432,221
10/11/2023	20 things to cheer you up this winter	inews	<a href="https://inews.co.uk/inews-lifestyle/cheer-you-up-winter-excellent-tv-seasonal-soups-2743573">https://inews.co.uk/inews-lifestyle/cheer-you-up-winter-excellent-tv-seasonal-soups-2743573</a>	£22,712.00	141,223
18/11/2023	The Times Hotel Guide, Penally Abbey	The Times	James Stewart	£10,576.56	365,880
20/11/2023	Believe me, the UK coast is the loveliest in winter	Telegraphonline	<a href="https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/british-coast-winter-cornwall-kent-scotland-wales/">https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/british-coast-winter-cornwall-kent-scotland-wales/</a>	£23,784.96	71,077,047
22/11/2023	I found the real wild Pembrokeshire without the tourist crowds	timesonline	<a href="https://www.thetimes.co.uk/article/i-found-the-real-wild-pembrokeshire-without-the-tourist-crowds-r5trzkdw">https://www.thetimes.co.uk/article/i-found-the-real-wild-pembrokeshire-without-the-tourist-crowds-r5trzkdw</a>	£64,235.00	2,432,221
26/11/2023	Pembrokeshire coast without the crowds	Sunday Times	James Stewart	£81,326.08	646,722
November	Welsh Wonder	Silver magazine	<a href="https://silvermagazine.co.uk/a-welsh-wonder-spas-and-spectacular-scenery-at-bluestone-resort">https://silvermagazine.co.uk/a-welsh-wonder-spas-and-spectacular-scenery-at-bluestone-resort</a>	n/a	n/a
Oct/Nov	UK's prettiest autumnal walks for families	i-weekend	<a href="#">The UK's 30 prettiest autumn walks for families, from Northumberland woodland trails to Welsh coastal paths (inews.co.uk)</a>	£22,712.00	141,223
TOTAL				£353,816.60	79,668,758