

NOVEMBER 2024 PRESS ACTIVITY AND COVERAGE

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP/RESULTS
Press Trips	Brock and Betty	Finalised extensive itinerary regarding travel by train visit for these content creators.	Approve final reels.
	Sarah Baxter, Times, Telegraph and Guardian	Set up itineraries for this freelance writer regarding writing several features: Telegraph focused on Gwaun Valley from Newport; Car free from Fishguard for the Guardian and Sauna and walking for the Times. Liaison with various VP members	Coverage early 2025
	Coast Magazine, Alex Fisher	Liaison with new editor regarding Pembrokeshire itinerary. She is keen to visit in Feb	Set up itinerary
	Country Walking magazine, Matthew Pike	Twr Y Felin stay with coast path walking itinerary.	Coverage in March 2025
	Delicious magazine, Les Dunn	Liaison with editor re possible trip in September.	Editor keen to cover Pembrokeshire for 2025, looking to commission writer
Promotions	Yeo Valley	Liaison with Bluestone and Yeo regarding competition prize and data. Raffle competition pulled forward and live from 1-31st December	Finalise copy and assets ahead of 25 November deadline
Press Releases	Open to All	Amended release. Researched specialist titles	Issue to specialist media in December and national media in January
	Artafoot	Revised release	Issue once art in situ and images are available
	Christmas activities	Issued	See coverage
Media Liaison	Amanda Hyde, Telegraph	Suggested puffin adventure, Preseli Eco stay and artafoot for new family activities/stays feature	Monitor coverage
	Lucy Perrin, Times	Pitched affordable hotel suggestions	Possible inclusion in the new year
	Sarah Baxter, i-paper	Pitched Boxing Day walk ideas	Monitor coverage
	Sarah Baxter, Telegraph	Sent ideas for 'best churches in the UK' feature.	Not used on this occasion.
	Rebecca Pitcairn, Coast	Sent information the Swan in Little Haven for pub by the sea feature. Followed up with images	Feature in appear in Feb issue
	Various titles including live 360, Telegraph, Times, PA, Chat Magazine	Sent information and images on festive light trails focused on Carew and Pembroke Castles	Coverage expected in Christmas round ups
	Sarah Holt, ipaper	Sent information on Narberth for festive feature	See coverage
	Sarah Baxter, freelance	Ongoing pitches ideas for overlooked corners	See coverage
	Jo Tweedy, Mail	Sent Christmas ideas and walking suggestions for roundup	Coverage expected in December
	Travemedia networking event	Attended this PR/media networking event and discussed VP 2025 activities	Ongoing

	Sarah Baxter Telegraph	Supplied information and followed up with images re Narberth for Britain's best market towns feature	See coverage
Other	Member liaison	Email and telephone updates with members to secure story ideas and itineraries.	Ongoing
	GWR/TFW campaign	Ongoing liaison with Visit Pembrokeshire team and rail operators. rail partnership release	Draft release and issue. Secure national media trip

PRESS COVERAGE RECEIVED NOVEMBER 2024

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
01/11/2024	10 Things to think about before hitting the walking trails	Independent	https://www.independent.co.uk/life-style/health-and-families/dyson-winter-wales-pembrokeshire-met-office-b2639485.html	£126,966.00	4,730,139
01/11/2024	15 of the best Christmas holidays	Telegraphonline	https://www.telegraph.co.uk/travel/destinations/christmas-holidays-should-book-now-snow-cruise-sun-seekers/	£62,741.00	2,300,000
02/11/2024	12 of the best UK market towns	Telegraph	Sarah Baxter	£1,917.00	317,817
10/11/2024	Tides out dinner's up	The Observer	Eva Wiseman	£27,402.10	136,656
23/11/2024	It's beginning to look a lot like Christmas	i-paper	Sarah Holt	£17,167.60	141,223
23/11/2024	8 stunning market towns for Christmas	ipaper online	https://inews.co.uk/inews-lifestyle/travel/uk-seaside-market-towns-visit-christmas-3392713	£126,966.00	4,730,139
24/11/2024	Britain's 15 finest English village churches	Telegraph online	https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/britain-village-churches/	£62,741.00	2,300,000
27/11/2024	Low prices no crowds, best places for a UK staycation	Telegraph online	https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/low-prices-no-crowds-why-britain-best-bleak-season/	£62,741.00	2,300,000
			TOTAL	£488,641.70	16,955,974