

## TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE October 2022

### Press Releases (1/7)

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### Shorts & Round Ups (2/10)

- Pembrokeshire becomes a food paradise with a plethora of new experiences in the autumn months – from £78 pp – disseminated 10/10/22
- Luxury seaside spa escape in Pembrokeshire – St Brides Hotel from £132 pppn – disseminated 12/10/22

### Media contact summary

CONTACT	PUBLICATION	SUBJECT
Chrissy Harris	Coast Magazine	Sent details on St Davids and the attractions/sights, for January's issue on Coastal City Breaks and Staycations. Also wanted coastal recommendations, on where to go to blow the cobwebs.
Andy Cooper	Coast Magazine	TPR pitched VP. Andy is the new editor, he needs to get through current content first, but is interested for next year. TPR to follow up in due course.
Kim Jones	Familytraveller.com	TPR pitched VP last month for family self-catering holiday she wanted to do in SW. Kim has accommodation arranged, but requested Saundersfoot info and images.
Melanie Abrams	Dream Escape Magazine	Liaised re. Hen Galan information and images.
Catherine Bennion-Pedley	Fabulous Magazine	Following the dissemination of the St Brides round-up, Catherine contacted TPR expressing interest to visit St Brides. Ongoing.
Sharma Shahid	Hello!	Pitched Grove of Narberth as a luxury stay for couples.
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.
Sarah Baxter	The Daily Telegraph	TPR pitched The Real Adventure Company, TYF, Little Retreat and Tŷ Hotel Milford Waterfront for a piece on Pembrokeshire accommodation and activities in Winter.
Polly Humphris	Metro	Hunt for scarecrows at the Bwbach Festival at Bluestone for a piece on Halloween activities.

## **Coverage – October 2022**

Platinum Magazine - Picture Perfect Pembrokeshire, 1<sup>st</sup> October  
My Weekly Magazine – Picture Perfect Pembrokeshire, 1<sup>st</sup> October

<https://businessnewswales.com/whats-happening-in-pembrokeshire-this-autumn/> UVM 17k / DA 50  
<https://www.warmwelcomemagazine.com/healthandlifestyle/national-spa-week-holiday-ideas-from-travel-pr> UVM 5k / DA 21  
<https://www.bbcgoodfood.com/howto/guide/best-autumn-half-term-breaks-families> UVM 130k / DA 87  
<https://www.countryandtownhouse.com/travel/the-boy-wizard-turns-20-iconic-filming-locations-from-harry-potter/> UVM 71.2k / DA 59

Croeso Awards:

<https://walesnewsonline.com/llys-y-fran-scoop-croeso-award/> UVM 6.8k / DA 23  
<https://www.westerntelegraph.co.uk/news/23038008.croeso-awards-set-recognise-pembrokeshires-tourism-champions/> UVM 26k / DA 58  
[Llys-y-frân scoop Croeso Award! | West Wales Chronicle : News for Llanelli, Carmarthenshire, Pembrokeshire, Ceredigion, Swansea and Beyond](#) UVM 1k / DA 49

## **Press trips (1/7)**

DATE/JOURNALIST	PUBLICATION	SUMMARY
Rachel Broomhead	Country Walking Magazine	Rachel stayed at Porclew Cottages 20-22 <sup>nd</sup> Oct. TPR contacted the following establishments to help with Rachel's trip: Portclew Cottages; Brewery Inn, Lampney Hall, Dial Inn and Stackpole.

## **Competition Opportunities**

**Best.** TPR looked into opportunity. Best keen to work with VP and another hotel or accommodation partner. TPR currently liaising on copy and pics etc.  
Best is a weekly magazine published by Hearst, aimed at women between 44-60. Circulation: 101,755

## **Meetings**

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## **Planning**

- TPR created a new 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)

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**Total reach: 304,168 / Average DA: 50**

1/11/22 – Travel PR