

OCTOBER 2023 PRESS ACTIVITY AND COVERAGE

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP/RESULTS
Press trips	Coast, Andy Cooper	Liaison regarding a Pembrokeshire roadtrip scheduled for 7-11 January	Secure accommodation and finalise the itinerary
	Sunday Times, James Stewart	Liaison regarding x3 features: x2 Best of British reviews for Penally Abbey and Llys Meddyd; plus an 'autumn in Pembrokeshire' features staying at Hen Ffermdy. Liaison with writer, accommodation providers, commissioning editors and Visit Wales to discuss trip	Follow up and send fact boxes and images
	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	Coverage due imminently
	Arbuturian and Dorset Radio, Sarah Tucker 30 Nov - 3 Dec	Following liaison with the journalist, setting up a Milford Waterfront focused itinerary incorporating food/culture. Speed to potentially host x1 night & will approach Coastal Cottages for other x2	Secure accommodation and finalise the itinerary
	Claire Cerikci, The Piplets influencer	Followed up coverage which influencer is compiling	https://www.instagram.com/the_piplets/
Media Liaison	The Times/Sunday Times	Pitched Penally Abbey for inclusion in 'best 100 places to stay' feature	See James Stewart trip - Penally included in his trip for potential inclusion.
	The Times/Sunday Times	Pitched Wexford Pilgrimage trail for inclusion in 2024 calendar of where to go.	Likely to be included, have sent fact box and images.
	Coast magazine	Pitched ideas for 'best beaches in the UK' feature.	To be monitored.
	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	Pitched ideas for 'cosy places to stay' feature - Penrhiw Farm	Coverage confirmed for November
	i-news Lucy Gillmore	Pitched Ty Canol Woods for autumn/winter walk feature	Monitor coverage
	Alex Mead, Food and Travel	Pitched Annwn foraging for food news feature, also Penally Abbey Wales of the Hotel award win	Monitor coverage
	James Stewart, Times	Pitched Bluestone festive activities for 'Christmas Mad' feature	Monitor coverage
	Times, Tamara Hinson	Pitched Stackpole Inn for stays in National Parks	See coverage
	Tessa Dunmore, Country and Townhouse	Pitched hotel suggestions for fabulous stays feature	Monitor coverage
	Russell Higham	Catch up meeting with this freelance writer for Britain Magazine and Country Living discussed story ideas. Followed up with pitches	Follow up in November
	Rick Jordan	Catch up meeting with this freelance writer for Conde Nast Traveller discussed story ideas. Followed up with pitches	Ongoing
	Prima magazine	Sent images following 'cosy stays' pitch	Coverage expected in January
Meetings/Other	Times, Orla Thomas	Pitched Shell house, St David's and St Govans for tiny places pitched	Monitor coverage
	Bluestone PR	Liaison with account director	Ongoing
	Jeremy Martinea, North Pems	Update meeting	Ongoing
	Member liaison	Melanie Boissevain, Penally Abbey, David Piper, Pilgrim Walk, Louise, Llys MeddynSue & Adrian Thornberry, Hen Ffermdy, Velfry	Ongoing

PRESS COVERAGE RECEIVED OCTOBER 2023

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
12/10/2023	7 of the best pubs in national parks	timesonline	https://www.thetimes.co.uk/article/seven-of-the-uks-best-pubs-in-national-parks-6hlqcjrn2	£64,235.00	2,432,221
14/10/2023	37 things to look forward to this autumn	Daily Telegraph	Natalie Paris	£106,936.65	317,817
14/10/2023	40 things to look forward to this autumn	telegraphonline	https://www.telegraph.co.uk/family/life/things-to-do-autumn-half-term-children-fireworks-bonfires/	£71,216.55	71,077,047
15/10/2023	Top 10 pubs with rooms	Sunday Times	Tamara Hinson	£23,784.96	647,622
29/10/2023	Cold Comfort	Daily Star Sunday	Jane Knight	£99,414.08	106,995
29/10/2023	Cold Comfort	Sunday Express	Jane Knight	£120,298.10	248,666
29/10/2023	Cold Comfort	Sunday Mirror	Jane Knight	£102,344.31	371,540
TOTAL				£588,229.65	75,201,908