

## TRAVEL PR ACTIVITY SUMMARY: VISIT PEMBROKESHIRE September 2022

### Press Releases (1/7)

- What's Happening Autumn 2022 – drafted September 2022

### Shorts & Round Ups (1/10)

- Hunt for scarecrows at the Bwbach Festival at Bluestone Resort – Pembrokeshire from £960 per family of four

### Media contact summary

CONTACT	PUBLICATION	SUBJECT
Jo Chapman	Take A Break	Sent details on St Davids and the attractions/sights, for a feature on fairytale city breaks. Credited Twr y Felin Hotel as an affordable option for readers.
Kim Jones	familytraveller.com	Pitched VP, as she was looking for self-catering and dog friendly accommodation in Saundersfoot or Tenby.
Laura Fowler	Daily Telegraph	TPR pitched VP for a round-up on taking weekend breaks in lesser-visited parts of the UK.
Sarah Baxter	Daily Telegraph	Pitched The Grove of Narbeth for a feature round-up on not-so-bleak Britain and great things to do in the UK over winter
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.
Polly Humphris	Metro	Halloween details on Bluestone's scarecrow festival for a Halloween round-up on events and attractions.

### Coverage – September 2022

N/A

### Press trips (0/7)

DATE/JOURNALIST	PUBLICATION	SUMMARY

## **Competition Opportunities**

**Best.** TPR have looked into the opportunity. Best are still keen to work with VP with another hotel or accommodation partner. They would be able to wait until end of Oct/early Nov for copy and pics etc. but would ideally need to know the prize partner by the end of next week. Waiting for VP to revert back.

Best is a weekly magazine published by Hearst, aimed at women between 44-60. Circulation: 101,755

## **Meetings**

- PR call to kick-start campaign – 26<sup>th</sup> September

## **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)

*05.10.22 – Travel PR*