

SEPTEMBER 2023 PRESS ACTIVITY AND COVERAGE

ACTION	PUBLICATION/CONTACT	DETAIL	FOLLOW UP / RESULTS
Press trips	Coast, Andy Cooper	Liaison regarding a Pembrokeshire roadtrip to include several buisnesses and take place over winter	Finalise dates and set up itinerary
	Silver Magazine, Lili Lowe	Liaison with writer and partners regarding a stay at Bluestone. Finalised itinerary and sent confirmation.	Follow up post trip and issue fact box information and images
	Arbuturian and Dorset Radio, Sarah Tucker	Made contact with this freelance journalist regarding a press trip.	Follow up in October
	Claire Cericki, The Pipelets influencer	Liaison regarding a 2-night stay at Celtic resorts. Provided activity suggestions for wider Pembrokeshire places to visit	Coverage in October
Press Releases	Four Corners appointment release	Drafted and issued with good response from media contacts	Follow up leads
Media Liaison	Mike Gerrard, freelance	Liaison regarding possible visit, but declined opportunity because publications too niche	N/A
	Times, Richard Mellor	Pitched information on food breaks to Pembrokeshire	See coverage
	Telegraph, Becky Lucas	Pitched Hen Ffermdy for Britain's best B&B feature	See coverage
	Telegraph, Natalie Paris	Pitched Castell Henllys for autumn festival feature and followed up with images	Coverage expected in October
	Times, Emily Ann Elliott	Pitched Penally Abbey for luxury stays by the sea feature	Monitor coverage
	APL Media, Anna Evdokimou	Pitched Narberth for UK foodie getaway	Monitor coverage
	Observer magazine	Extended invitation to Annabelle Thorpe, contributor to travel section and specialist in UK coverage.	To follow up in October.
	Waitrose Magazine	Provided input for round-up of best Autumn activities/places to stay.	Monitor coverage
	Sarah Turner, freelance Mail and Sunday Times	Catch up meeting with this freelance writer and discussed potential stories. Followed up with pitches	Ongoing
	Liz Edwards, commissioning editor Sunday Times/Times	Catch up meeting with this commissioning editor and discussed story ideas. Followed up with pitches	Ongoing
	Claire Irvine, travel editor Times/Sunday Times	Attended Q&A session on print v digital	Notes available
	The Sun, Lisa Minot	Sent information on Narberth food festival and issued images	Not used on this occasion
Meetings/ Other	Kick-off meeting	Attended kick-off meeting to discuss campaign	Ongoing
	Receve visit	4-day receve visit, meeting with partners and experiencing destination. Followed up with thank you emails. Attended post trip debrief with client	Put together PR plan based on experiences and story angles
	Out There Festival	Meeting with VP team and Polly Shute to discuss next year's event and opportunities	Ongoing
	Member liaison	Maria Parkin, PCNPA; Matt Powell, Annwn, Pat Edgar, Resorts Group, Alison Belton, Celtic Holiday Parks; Emma Owen, Folly Farm; Sue & Adrian Thornberry, Hen Ffermdy	Ongoing

PRESS COVERAGE RECEIVED SEPTEMBER 2023 - Generated by Four Corners

Published	Headline	Source	Journalist / Link (if applicable)	Value	Reach
25/09/2023	25 of the world's tastiest food experiences	Times online	https://www.thetimes.co.uk/article/25-of-the-worlds-tastiest-autumn-food-experiences-qbfk6qf0	£64,235.00	2,432,221
25/09/2023	25 of the best autumn food breaks	The Times	Richard Mellor	£23,561.04	365880
30/09/2023	The great B&B revolution	Daily Telegraph	Becky Lucas	215822.25	317817
30/09/2023	20 of Britain's best B&Bs	Telegraph online	https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/britains-best-bed-and-breakfasts-bnbs-cheap-luxury-value/		
TOTAL				£303,618.29	3,115,918