



Visit Pembrokeshire
BUSINESS TO CUSTOMER
COMMUNICATIONS CALENDAR

2025

JANUARY

1. Valentine's Day (Welsh & English)
2. Fitness, Well-being & Sports Events
3. Wild Swimming. Respect the Sea/beach

FEBRUARY

1. St Davids Day & Celebrating Welsh Culture
2. Dark Skies 'Under the Stars'
3. Explore Pembrokeshire with public transport

MARCH

1. Water Safety & Water-Sports / Boat trips
2. Coastal Path experiences.
3. Respect our Coast / Be a good Visitor - Pembrokeshire Addo.

APRIL

1. Sustainability (EV charging points)
2. Festivals & Food Trucks

MAY

1. Pembrokeshire on a Plate foodie edition
2. Gardens & Tours

JUNE

1. Adventure Tourism & Countryside code - Pembrokeshire Addo.
2. Indoor Tourism (what to do when it's raining)

JULY

1. Hidden Gems of Pembrokeshire
2. Summer Shows / Outdoor Cinema etc

AUGUST

1. Offers (for off season)
2. Cottage Industry

SEPTEMBER

1. Pet Friendly Pembrokeshire (dog-friendly beaches)
2. Autumnal Pembrokeshire

OCTOBER

1. Accessible & Inclusive Pembrokeshire
2. Off Season (Nov & Dec)

NOVEMBER

1. A Pembrokeshire Christmas (Accommodation Offers | Festive Menus | Christmas Markets & Activities)

DECEMBER

1. Thank you for choosing Pembrokeshire
2. What you can expect in 2026

B2C NEWSLETTERS: To be published on the third Sunday of the month.
Content deadline no later than 2-weeks prior.
Email: Marketing@VisitPembrokeshire.com to submit content



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2025

JANUARY

- 1. A fresh start to the new year - VP objectives for the next 12 months

FEBRUARY

- 1. Explore Pembrokeshire with public transport - TFW Campaign update
- 2. Celebrating Welsh & Pembrokeshire culture

MARCH

- 1. Respect our Home - How to encourage your guests to be good Visitors (Pembrokeshire Addo).

APRIL

- 1. Sustainability within tourism (EV charging points)

MAY

- 1. Pembrokeshire on a Plate (wholesale, artisan, supply chain, shop local etc)

JUNE

- 1. Adventure Tourism (the people behind the life jackets)

JULY

- 1. Hidden Gems of Pembrokeshire - why we all should promote non honey pot locations

AUGUST

- 1. Peak season underway - essential updates you need to know

SEPTEMBER

- 1. Pet Friendly Pembrokeshire - why pet friendly accommodation/ offerings are important to Pembrokeshire

OCTOBER

- 1. Accessible & Inclusive Pembrokeshire (booking trends for accessible accommodation & itineraries)

NOVEMBER

- 1. Gearing up for the Festive period

DECEMBER

- 1. Thank you for making Pembrokeshire a leading destination
- 2. What you can expect from VP in 2026

B2B NEWSLETTERS: To be published on the first Thursday of the month.
Content deadline no later than 2-weeks prior.

Email: Marketing@VisitPembrokeshire.com to submit content or tag/add as collaborators on relevant social media posts via [@VisitPembrokeshire](https://www.instagram.com/VisitPembrokeshire)