

# PR & Industry Communications Report November 2017

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# TOTAL ACTIVITY AND RESULTS TO DATE FOR 17/18

## AVE Results

	Total	Destination coverage - UK	Destination coverage - overseas	Industry / Visit Cornwall coverage
April	£437,836	£387,211	£43,750	£6,875
May	£189,835	£80,585	£68,750	£40,500
June	£573,906	£508,281	£46,875	£18,750
July	£569,375	£240,000	£318,750	£10,625
August	£ 674,750	£221,000	£674,750	£8,750
September	£252,000	£241,250	£10,000	£750
October	£117,525	£113,875	£650	£3,000
November	£166,875	£160,000	£1,875	£5,000
December				
January				
February				
March				
<b>TOTAL</b>	<b>£2,982,102</b>	<b>£1,952,202</b>	<b>£935,650</b>	<b>£94,250</b>

## Activity

	No. of individual pieces of coverage	Number of press trips
April	14	2
May	26	7
June	49	10
July	35	10
August	59	11
September	12	20
October	13	4
November	9	4
December		
January		
February		
March		
<b>TOTAL</b>	<b>217</b>	<b>68</b>

## Press releases & media requests

Publication	Media Request Highlights
Metro	Met at VE media networking event. Interested in press trip
Stylist	Met at VE media networking event. Interested in press trip
Coast	Met at VE media networking event. Interested in press trip
TNT	Met at VE media networking event. Interested in press trip
TTG Media	Met at VE media networking event. Interested in press feature on Cornwall's trade offered
Die Welt	Interested in running a business story on Rosamunde Pilcher – send over stats. Emailed
Freelancer	Met at VE media networking event. Interested in press trip
Guardian	Met at VE media networking event. Interested in press trip
Fabulous	Met at VE media networking event. Interested in press trip
The Sydney Morning Herald	Met at VE media networking event. Interested in press trip
Australian Post	Interested in press trip to Lizard area – send over ideas. Emailed
Wanderlust Chloe	Met at VE media networking event. Interested in press trip
Freelancer	Met at VE media networking event. Interested in press trip
Scottish Daily Record	Press trip request
Kindred Spirit	Interested in press trip to Detox venue - sent over ideas
Lonely Planet	Following distribution of what's new press pack, registered interest
Daily Telegraph	Following distribution of what's new press pack, registered interest
Guardian	Following distribution of what's new press pack, registered interest
Riddle	Following distribution of what's new press pack, registered interest
Daily Telegraph	Filming in Cornwall
Food and Travel	Connected journalist with a member for an image request
Your Home	Sent competition opportunities to some members
Homes & Antiques	Following distribution of what's new press pack, registered interest
Good Housekeeping	Following distribution of what's new press pack, registered interest
Esquire	Following distribution of what's new press pack, registered interest
The Lady	Following distribution of what's new press pack, registered interest

Publication	Feature	Press Trip Date
Swindon Advertiser	A destination feature on Cornwall	3 - 10 November
No Leftovers	A feature on Cornwall's foodie prowess	9 - 11 November
Daily Telegraph	Digital influencer video on favourite places in Cornwall to visit	19 November
Visit Wiltshire	A familiarisation trip for tour guide operators	28 - 29 November
TOTAL		4





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**emmakateco** • Follow  
Camel Trail

emmakateco A little step back in time when it was just me, my bike and a perfectly sunny day biking the Camel Cycle Trail to Padstow in Cornwall. Thank you, photo editing, for bringing me back to such serenity [because these last days in the studio have been anything but!] 📸🌞

@lovegreatbritain #LoveGreatBritain

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**noleftovers** • Follow  
Rick Stein's Cookery School

noleftovers School of Hard Naacks 🍷📍

Naan doughnuts with beetroot turmeric labneh + lobster curry + seafood biryani... and of course, staying true to the motto, #NoLeftovers. Got schooled in the world of #RickStein's masterful culinary skills in England's seaside summer escape, Cornwall. @greatbritishfood #noleftoverstravels #lovegreatbritain

ricksteinrestaurants Thanks for joining us @noleftovers! Which dish was your highlight?

greatbritishfood Looks delicious! Great job @noleftovers and @ricksteinrestaurants 🍷📍 #GREATBritishFood

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### England's Cornwall



The far southwest of England is a world unto itself, with a persistent Cornish culture. We'll explore a world of flowers springing from towering hedges, a tin-mining heritage going back to biblical times, salty pirates' towns and fishing villages, and the Land's End of England. Then, side-tripping deep into the vast and mysterious Dartmoor National Park, we'll hike to forgotten stone circles and chase wild ponies.