

**LINCOLNSHIRE DESTINATION PR ACTIVITY REPORT**

**SEPTEMBER 2016**

**1. ONGOING ACTIVITY**

**Twitter** – new Gibraltar Point Reserve visitor centre; BBC news feature on tank at 100 featuring Lincolnshire's role; The Times best UK autumn breaks coverage

**Regular contact** - with travel media database over potential future opportunities

**Coverage** - clippings supplied as and when received

**2. VISITBRITAIN/VISITENGLAND**

**VisitEngland call for content** –Christmas (Lincoln Market, Gainsborough Old Hall Christmas, Medieval Christmas Market. NCCD Contemporary Christmas crafts; October half term events/activities (Lincoln Castle, ghost bus tours, Museum of Lincolnshire Life, Cogglesford Mill, Doddington Hall, Gainsborough Old Hall)

**VisitEngland and VisitBritain** – briefing meeting with both press teams in London (28 September)

**3. MEDIA RELEASES**

**Spires and Steeples eblast** – distributed to key contacts

**4. FAM VISITS**

**The Guardian** - "British Boltholes", The Elm Tree (from suggestion to freelancer in May 2016). Accommodation and rail ticket, confirmed for 11 October 2016

**5. GENERAL ENQUIRIES/ACTIVITY**

**The Guardian** - The Gregory, South Kesteven, suggested for British boltholes

**The Times** - British Hotels/Pubs/B&Bs for Autumn, additional info requested on Manor House Stables; image requested

**The Guardian** - where to go in 2017 (Battle of Lincoln/IBCC)

**6. REPRESENTATION AT MEDIA EVENTS/DESK VISITS**

**World Travel Market** – target list of journalists and set-up meetings in the pressroom (7 November 2016)

This page is intentionally left blank