



# Bournemouth Tourism PR Summer Report 2018



**3590**

items of media coverage

**37**

news releases sent



**36% increase**

in amount of national newspaper and consumer magazine coverage

**TOP TITLES**

The Times (14)

The Daily Telegraph (7)

The i (11)



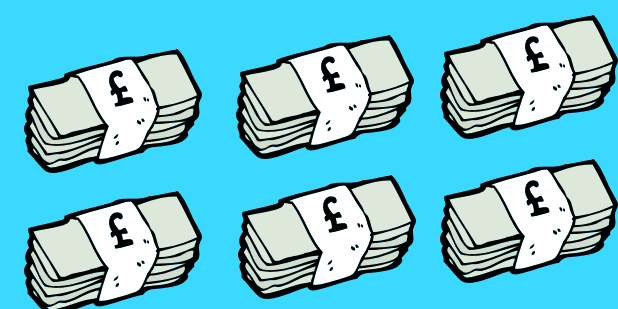
**17**

press trips



**15**

BROADCAST MEDIA CREWS



AVE

**£14.5M**

**170M**  
PR Reach



**169% increase**  
from 2017

## KEY MESSAGES IN PRINT

"FESTIVALS" - 400 ITEMS

"FAMILY FRIENDLY" - 33 ITEMS

"AWARD-WINNING" - 68

"MILES OF GOLDEN SAND" - 16

ITEMS

ITEMS

"TRADITIONAL" - 46 ITEMS

"COAST WITH THE MOST" - 4

"MODERN" - 37 ITEMS

ITEMS

### Media Contacts

96 local/regional

415 national

30 travel trade

39 internal

...plus specialist media  
(e.g health & fitness  
art & culture  
and aviation titles)

