

CASE STUDY: CORNWALL



Helen Ochyra visited Cornwall on a press trip in March 2014.

Coverage secured to date is as follows:

Full page in The Times (also online)
Readership 1,730,000

Three pages in The Guardian (also online)
Readership 1,027,000

Two hotel reviews in Sunday Times Travel magazine
Readership 150,000

Full page in Discover Britain magazine
Readership 90,000

800-word feature for About.com

800-word feature for CoolPlaces.co.uk

Twitter: @helenochyra, @hotelsgirl
Total followers: 5,500

Total audience reached to date is in excess of: 3,002,500

THE  TIMES

theguardian

Discover
Britain

THE SUNDAY TIMES
travel

about.com

 cool places



TESTIMONIAL:

“Working with Helen has been a PR dream from the first meeting through to seeing the first of several pieces of coverage resulting from her trip to Cornwall. Helen was helpful and gracious throughout the complex set up of her press trip and approached each element of her very busy itinerary with enthusiasm. We love that Helen is happy to talk through ideas, give feedback and develop original content for our clients using her extensive experience in, and evident passion for, travel, food and adventure.”

– Philippa Hill, Wild Card PR, Account Manager for Visit Cornwall