April 2017 media highlights

Consumer news and features

International

Outlet: Travel Age West
Reach: unknown
Headline: Destination Report: Bristol, UK
Date: 23/04/2017
This US travel e-zine (circulated mainly in the western states) focused on Bristol – ‘a modern city with a vision of the past’ - for a destination report that included the Bristol Hotel, Brunel’s SS Great Britain, Clifton Suspension Bridge, Berkeley Castle and the Lido.

Outlet: A Taste of my Life
Reach: average 12 000 unique visitors/ 35 000 page views per month.
Headline: Ou Mange a Bristol
Date: 25/04/2017
French food writer Virginie Lalere spent two days in Bristol in March sampling some of the city’s best restaurants and culinary hotspots including Bulrush, Adelina Yard, The Canteen, Pinkmans bakery and Spicer & Cole. Her blog was accompanied by beautiful photography.

Outlet: The Culture Trip
Reach: 6 million monthly visitors, 1.8 million followers on Facebook; 119,288 on Twitter.
Headline: 10 x best restaurants in Clifton Bristol
Date: 25/04/2017
‘Bristol has rapidly become the city with the most global and top-ranking restaurants in England,’ according to online travelogue the Culture Trip. Their pick of Clifton restaurants included Grillstock Smokehouse and the Lido.

National

Outlet: Independent (online)
Reach: 4,796,302 unique daily browsers
Title: Nine Best Things to do over Easter Weekend
Date: 03 April 2017
The Indy’s online pick of Easter events across the UK included Bristol’s Taste Chocolate Festival.

Outlet: Pete & Midge Do Britain
Reach: Unknown
Headline: New Bristol museum will celebrate bridge builder Brunel
Date: 07/04/2017
Roving-Britain travel bloggers Pete and Midge - who describe themselves as a ‘grumpy couple in their mid-60s’ - focus on Bristol’s history and the museums that bring its story to life. Their report covered ‘the long shadow of slavery’, St Mary Redcliffe and the forthcoming Being Brunel Museum at the SS Great Britain.

Outlet: Amateur Photographer
Reach: Unknown
Headline: Best UK landscape photography locations for a weekend break
Date: 20/04/2017
A dreamy photograph of the Clifton Suspension Bristol (entitled ‘morning mist at the Avon Gorge’), led this guide to some of the UK’s photogenic hotspots. The guide also featured Snowdonia, the Brecon Beacons and the Yorkshire Dales.

Outlet: Guardian Online  
Reach: 7,964,892 unique daily browsers  
Title: Top 10 UK Guided Walks and Tours for Families  
Date: 28 April 2017

Bristol’s ‘Blackbeard to Banksy’ tour was listed in this national Guardian guide to unusual themed tours aimed at families.

Outlet: UK Inbound  
Reach: 370 members  
Title: Food festivals, Crimefest and Dinomania among top activities Bristol this May  
Date: 27 April 2017

Picking up on our monthly what’s on press release, UKInbound’s newsletter highlighted some of Bristol’s May events - with a particular emphasis on food events (the Gin Festival, the Foodies Festival and Vegfest).

Press trips and enquiries (where coverage is forthcoming)

Family travel seemed to be a theme in the weeks before and after the April Easter holidays: The Guardian’s Rhiannon Batten spent a weekend in Bristol with her two young children to research content for Guardian Online’s City Guides for Kids series. Journalist Karen Pasquali-Jones was also looking for family entertainment and attractions when she visited the city on behalf of both Hampshire Life and Sussex Life magazines. Julia and Rory Groves, plus three children, had the same thing in mind when visiting Bristol to create content for their family travel blog, Quiet Grove.

We have also welcomed German writer Sonja Gurris from N-TV.de, looking at the city from a hip young visitor’s perspective. Canadian bloggers Annie Picard from Annie Anywhere and Jennifer Dore Dallas from moimessouliers.org focused on the city’s street art. And Dawn Alford, editor of glossy consumer magazine, Tempus, spent a weekend in Bristol exploring its high-end restaurants. BBC’s the One Show asked us for information to support a short doc on Banksy being filmed in Bristol.

Press releases

During April Destination Bristol issued the following press releases: High Days and May Bank Holidays (what’s new and what’s on in May 2017), and a news item entitled Bristol the Movie Star – about the shooting of two feature films at Wapping Wharf on Harbourside. The MV Balmoral and Princes Wharf outside the M-Shed were used to film on-location scenes for The Guernsey Literary and Potato Peel Pie Society and forthcoming biopic Stan & Ollie – the vintage comedy duo Stan Laurel and Oliver Hardy. The latter release was sent out to international press via Visit Britain.

Networking and news

Destination Bristol’s marketing team are working with Grayling PR to deliver a press campaign led by the Bristol and Bath Cultural Destination Project which aims to promote the two cities as
complementary destinations and encouraging UK visitors to combine them in one trip. 
http://visitbristol.co.uk/destinationbristol/about-us/cultural-destinations-project