



Destination News – Issued 31st March 2022

Last Chance - Our Destination Survey - Mar/Apr 2022

Our tourism business survey is open until 8th April , it includes some new questions about current issues facing us. The survey is an incredibly valuable lobbying tool for us to use to support you [click here](#) to take the survey and please help us to help you.

Have your say - Seafront Master Plan

Great Yarmouth Borough Council is taking the first steps in the development of a new masterplan for the area, which will help guide future decisions about the seafront. [click here](#) to undertake the online consultation

Free Skills Breakfast at East Coast College

Would you like to hear about the opportunities available in the Great Yarmouth area to train your staff, as part of the Visitor Economy Network Initiative (VENI)? A breakfast meeting focused on staff skills will take place on the 11th of May 2022 from 8am-10pm. The business breakfast is free to attend and includes a complementary full English breakfast, to book your place please contact n.begum@eastcoast.ac.uk

Visit Britain 'We're Good to Go' standard closing today

Visit Britain's 'We're Good to Go', the industry standard that demonstrates adherence to government and public health Covid-19 guidelines, will close to new applicants today following the end of Covid-19 restrictions. [click here](#) for more information

The Identity of Great Yarmouth

A local student is undertaking some university research into the identity of Great Yarmouth, if you are able to support this work, please [click here](#)

Some of our work

Our Destination Management Plan (DMP) [Click here](#), Our covid recovery plan [Click here](#) Our visitor survey [Click here](#) Our key investments for 2022 [click here](#) and some of last years marketing activities [click here](#)

Public Sector Advice and Support

For Great Yarmouth Borough Council business support [Click here](#). For local residents coronavirus advice [click here](#). For Norfolk County Council coronavirus business support [Click here](#), For HM Government advice on working during covid [Click here](#), For Visit England's business advice [Click here](#)

Marketing and PR 2022

If you have a great offer or opportunity which would appeal to visitors, or even just a press release or a **new development for 2022**, please email Asa Morrison asa@gyta.com

Also [click here](#) to see an example of one of our PR Visits.

Also please share our Marketing Videos on your social media and websites. Long version - [VGY - Promotional Video](#)

The Social Shorts - (10 Secs)

[PLAY TIME - VGY](#) [OUTDOOR TIME - VGY](#) [HOLIDAY TIME - VGY](#) [HAPPY TIME - VGY](#) [BEACH TIME - VGY](#) [AMAZING TIME - VGY](#)

Please do not hesitate to contact us if you require any further information, we will help if we can or at least point you in the right direction.

Asa Morrison /Karen Youngs

Visit Great Yarmouth

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Business Improvement Area)

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About us - GYTA to GYTABIA and Visit Great Yarmouth

The Greater Yarmouth Tourist Authority (GYTA) was launched in 1994 (it has its roots in the local tourism associations dating back to the 1960s). It was relaunched as the Greater Yarmouth Tourism and Business Improvement Area Ltd (GYTABIA) in 2015. Visit Great Yarmouth is a trading name of GYTABIA, and we are the official Destination Management Organisation (DMO) for Greater Yarmouth.

Visit Great Yarmouth Objectives: -

- To increase the number of people visiting and staying in Greater Yarmouth
 - To improve the visitor experience and increase repeat visits
 - To encourage people to stay longer and visit more attractions
- To provide incentives and opportunities to spend more in local businesses

