



Destination News - Issued 16th March 2022

Our Destination Survey - March 2022

Our tourism business survey for March is now open, 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.

Reminder - Covid grants – Last Chance

The deadline for applying for a Omicron Hospitality and Leisure Grant is midnight on 18 March. The grant scheme provides support to hospitality, leisure and accommodation businesses in recognition of the impact that the rise of the Omicron variant has had on trade and is administered by Great Yarmouth Borough Council. To Apply [Click here](#)

Need Support with Recruitment?

Great Yarmouth Job Centre are now able to support business recruitment needs by providing interview rooms to conduct interviews at the job centre as well and providing wider support for your recruitment needs. Please contact victoria.mummery@dwp.gov.uk or call 0149 363 3351 for more information.

Free 1st Aid Course

Great Yarmouth Town Centre BID has some availability still for a fully funded **Introduction to First Aid course** being held at The Priory 1101 in Great Yarmouth next week on 23rd March. The course is designed for anyone working or seeking to work in the hospitality sector. It runs from 9am to 5pm and lunch is provided. For a free place [click here](#)

Do you live in Norfolk?

The Experience project is researching Norfolk's residents views on sustainable and green tourism investment. To undertake the survey [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 BC 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 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

