



Destination News - Issued 11th March 2022

New 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.

Can your business benefit from a circular economy - re-use, remanufacture or repair?

The FACET Interreg 2 Seas project is working on implementing circular solutions in the tourism and leisure sector. The project supports entrepreneurs by organising pilots and undertaking research into the adoption of circularity in the sector. To find out more about the work undertaken in Great Yarmouth [Click here](#)

Advertise your vacancies to young people

Youth Pledge will advertise your vacancies for free, or you may have work experience, work trials, volunteering roles or you can even offer a virtual/face to face talk or tour. To see the promotional website [Click here](#) or to get involved email youthpledgeforemployers@norfolk.gov.uk

Is your Cyber security Up to date

The National Cyber Security Centre (NCSC) has highlighted specific support and guidance for organisations of different sizes:

- CNI, large organisations and public sector - [NCSC alert](#)
- SMEs - [Small business guide](#)
- Microbusinesses, sole traders - [Cyber Action plan](#)

Organisations should also consider adopting [Cyber Essentials](#) to help guard against the most common cyber threats and demonstrate a commitment to cyber security.

Last Chance - Great Yarmouth Town Centre Proposals

Thanks to funding from the Future High Streets Fund, Great Yarmouth Borough Council, is developing a multi-million-pound investment programme for the market place. To learn more about the proposals and give your views in a quick survey [click here](#) by March 14.

Some of our work

For our Destination Management Plan (DMP) [Click here](#), for our covid recovery plan [Click here](#) We also conducted a visitor survey during 2021, to read the report [Click here](#) For our key investments for 2022 [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 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

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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

