



Destination News – Issued 11th February 2022

VAT Campaign

VAT is due to rise back up to 20% for Hospitality and Tourism businesses from the 1st April. UK hospitality is running a campaign to keep the VAT Rate at 12.5% to protect jobs and keep prices affordable to customers. To find out more about the campaign [Click here](#) and find out how you can get involved.

Last Chance - New Destination Survey - Jan/Feb 2022

Our tourism business survey for Jan/Feb closes on Sunday. 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.

Free Training for your Business

We are working with East Coast College to provide free tourism courses as part of the Visitor Economy Network Initiative (VENI) Project.

- Emergency First Aid in the workplace Level 3
 - Food Hygiene Level 2
 - Personal License Holder Level 2

If you or any member or members of your team would like to take part in these courses, please respond to this email.

Reminder 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 marketplace. To give your views and learn more about the proposals please [Click here](#)

Some of our work

For our Destination Management Plan (DMP) please [Click here](#) and for our covid recovery plan [Click here](#). We also conducted a visitor survey during the 2021 summer months to read the report on this [Click here](#). For our key investments for 2022 [click here](#) for our press release.

Public Sector Advice and Support

For Great Yarmouth Borough Council information/support for businesses please [Click here](#). For local advice [click here](#). For Norfolk County Council 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

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

(Greater Yarmouth Tourism
Business Improvement Area)

07786911936

www.gyta.com

karen@gyta.com

[Click here to see our Promotional Video](#)

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

