



## Destination News – Issued 4<sup>th</sup> February 2022

### **Last Chance - New Destination Survey - Jan/Feb 2022**

Our tourism business survey for Jan/Feb is live. 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.

### **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](#)

### **Business Rate Payers Meeting**

Find out more about the Great Yarmouth Borough Council's plans for the year ahead at a special online meeting on Friday 11 February 2022 at 9am. [Click here](#) by midday on 10 February to sign up.

### **Last Call - Hire Staff at (Free to Attend) Great Yarmouth Jobs Fair - 9th Feb 2022**

We are working with East Coast College and Great Yarmouth's Job Centre Plus by inviting tourism employers to a free to attend event at East Coast College's Great Yarmouth Campus on Wednesday, February 9th, from 2:30-7pm. Jobseekers and students will be invited to attend to learn more about jobs you have available for 2022.

If you are interested and would like to attend, please contact [VICTORIA.MUMMERY@DWP.GOV.UK](mailto:VICTORIA.MUMMERY@DWP.GOV.UK) or [SUSAN.BILGIC@DWP.GOV.UK](mailto:SUSAN.BILGIC@DWP.GOV.UK) or call 01493 633351

### **Reminder - Funded and Fully Funded Courses for the Visitor Economy Sector**

Interested in a wide range of funded and fully funded courses including Customer Service, Food Hygiene, Personal Licence and Barista Skills? We are a partner in the VENI project [Click here](#) to view the opportunities for your business or email [VENIproject@wsc.ac.uk](mailto:VENIproject@wsc.ac.uk) for more information

### **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](#)

### **Visit England's Tourism Businesses Advice**

For Visit England's free Business Advice Hub [Click here](#)

### **Marketing and PR 2022**

We achieved 4 million pounds worth of media coverage in 2021 across a number of activities, 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](mailto:asa@gyta.com)

Please share and use 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)

**07786911936**

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[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



VISIT  
**GREAT  
YARMOUTH**