



Destination News – Issued 19th January 2022

New Destination Survey - Jan 2022

Our tourism business survey for January is now 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.

Hire Staff at 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 or SUSAN.BILGIC@DWP.GOV.UK or call 01493 633351

Business Grant Information

For GYBC latest grant information [click here](#)

Our Project Announcements

Just before Christmas we announced our key investments for 2022, please [click here](#) for the press release.

Interested in International Markets

Interested in expanding into international markets, Visit Britain, in Partnership with Visit East of England is running a virtual training programme.

[click here](#) for more information

Changing Government Legislation for second homes

Owners of second homes who use a tax loophole by claiming their often-empty properties are holiday lets will be forced to pay under tough new measures. [click here](#) for more information.

Free Online Workshop

Do you want to find out more about reaching your target market and distributing your product? The experience project is running two free courses.

Tues 8 Feb 10-11.30am - Register [here](#) & Thurs 10 Nov 6-7.30pm - Register [here](#)

Destination Management Plan

For our Destination Management Plan (DMP) [Click here](#) and for our covid recovery plan [Click here](#) , We also conducted a visitor survey during the summer months [Click here](#) to read the report.

Public Sector Advice and Support

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

Our New Chief Executive

Asa Morrison has been appointed as our new Chief Executive [click here](#) for more info.

Marketing and PR for 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. We hosted the Guardian in late December please [click here](#) for the article

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

(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



VISIT
**GREAT
YARMOUTH**