



Destination News – Issued 26th November 2021

Reminder - Destination Survey - Nov 2021

Our tourism business survey for November 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 Jobs Fair - 9th Feb 2022

East Coast College and Great Yarmouth's Job Centre Plus are partnering to invite 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 in 2022.

If you are interested and would like to attend, please contact VICTORIA.MUMMERY@DWP.GOV.UK or on 01493 633151 or SUSAN.BILGIC@DWP.GOV.UK or 01493 632114.

Skills Support for the workforce

Steadfast training is offering a wide range of funded courses [Click here](#) for further details

Our Newsletter

To read our latest newsletter please [Click here](#) to download. We also conducted a visitor survey during the summer months [Click here](#) to read the report.

Destination Management Plan

For our Destination Management Plan (DMP) [Click here](#) and for our covid recovery plan [Click here](#) and for a short video explaining some of our work [Click here](#)

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](#)

Marketing and PR in 2021 and for 2022

So far, we have achieved over 3.5 million pounds worth of media coverage from Jan to Oct 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. To view the recent visit and resulting article in the Country Town and House publication [Click here](#)

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.

Alan Carr/Asa Morrison /Karen Youngs

Visit Great Yarmouth

(Greater Yarmouth Tourism
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

