



Destination News – Issued 9th November 2021

Destination Survey - November 2021

Our monthly 5-minute 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.

Visitor Survey 2021

We conducted a visitor survey during the summer months, [Click here](#) to see the report.

Stop COVID-19 Hanging Around

The government has launched a new public Covid campaign called “Stop Covid hanging Around”. [click here](#) for more information.

Reminder - Our Newsletter is out

To read our latest newsletter please [Click here](#) to download

Do you have a filming location ?

Norfolk Screen are looking to increase the number of locations in Great Yarmouth. All public locations are free to register, and private locations pay an annual fee of £75. To register your location, [Click here](#). Norfolk Screen are also looking for local facilities and services in Great Yarmouth who can serve incoming productions from accommodation providers to catering companies. To join this free [Click here](#)

Our 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

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

Marketing and PR in 2021 and for 2022

So far, we have achieved over 3 million pounds worth of media coverage during 2021, 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 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

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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

