



Destination News – Issued 22nd October 2021

Reminder - Our Destination Survey - Oct 2021

Our monthly 5 minute tourism business survey for October 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.

FACET Project- Cross-border Circular Economy Discussions

The [FACET project](#) invites entrepreneurs to participate in discussions with businesses in Belgium, the Netherlands, France, and the UK about circular business practices. If you are interested in learning more about these sessions which take place on Nov 8th (waste) Nov 9th (Circular Building and Nov 10th (Energy and Water) please [click here](#).

A Week in the World of Tourism

Norfolk County Council Work Experience Team are looking for organisations to support them with careers talks, live virtual Q&A Sessions or take children on a virtual tour of a tourism businesses during the week of 8-12 November, 2-3pm. If you are able to support this scheme, please email michelle.atkins@norfolk.gov.uk

Great Yarmouth Environmental Strategy Consultation

Have your say in Great Yarmouth's Environmental Strategy [Click here](#) to go to the consultation survey

Free Training

EXPERIENCE Project is offering free training on 'Storytelling & Captivating the Audience' In order to register for the training please [Click here](#) for the 9th November , 10-11:30am or [Click here](#) for the 11th November session, 6-7:30pm

Visit Britain Marketing Campaign.

Are you an attraction suited to domestic families and younger audiences? If so, don't miss the chance to take part in Visit Britain's new £10 million National Lottery Days Out campaign. [Click here](#) for more information

Our Newsletter is out

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

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](#) or contact 0808 196 2240. [Click here](#) for local advice from Great Yarmouth Borough Council and 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 2.5 million pounds worth of media coverage, 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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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**