



Destination News – Issued 14th October 2021

Our Destination Survey - Oct 2021

Our monthly tourism business survey for October is now live. The survey is an incredibly valuable lobbying tool for us to use to support you [Click here](#) to take the 5-minute survey and please help us to help you.

Our Newsletter is out

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

Reminder - Project Funding

Our project funding applications are open for 2022, if you have a project which supports tourism and requires funding [Click here](#) for more information.

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

Half Term - Free Listing on Website

If you have any half term events or activities or would like to have a listing for your business on www.visitgreatyarmouth.co.uk please email websiteupdates@great-yarmouth.gov.uk

Norfolk County Council - survey on Circular Economy

NCC has launched an online survey on Circular Economy to reduce waste by adopting reduce, reuse, recycle best environmental practices, as part of the [FACET](#) project, [Click here](#) to undertake the survey.

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 an 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

