



Destination News – Issued 7th October 2021

Destination Survey - October 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.

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 Activities - Free Listing on Website

If you have any Half Term event or activities that you would like listed on www.visitgreatyarmouth.co.uk please email websiteupdates@great-yarmouth.gov.uk

EXPERIENCE Project Winter Tourism Survey

The Norfolk based experience project is undertaking a survey to understand Norfolk residents views of tourism, if you are a Norfolk resident and would like to take part in the survey [Click here](#)

Norfolk County Council - Training Support Funding

NCC has launched an Employer Training Incentive Programme (ETIP) for Norfolk based, self-employed or small, medium or micro businesses, the scheme covers 75% of the training costs up to a maximum of £1500. For more information [Click here](#) or email etip@norfolk.gov.uk

Funding for Rural Businesses - DRIVE Project

Delivering Rural Investment for Vital Employment (DRIVE) is a new capital grant programme being offered by Norfolk County Council in partnership with Suffolk County Council if you would like more information [Click here](#)

Arts Council Funding - Capital Investment Programme

The Arts Council have announced a capital expenditure fund to support cultural organisations to adjust buildings and equipment so that they can operate safely post-pandemic, improve access, seize on technological opportunities and reduce environmental impact. [Click here](#) for more information

Reminder - Do you have a project which will benefit tourism but requires additional funding?

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

Our Destination Management Plan

To read our Destination Management Plan (DMP) please [Click here](#) to view. 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 Hub

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, please email Asa Morrison asa@gyta.com

Also 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



VISIT
**GREAT
YARMOUTH**