



## Destination News – Issued 24<sup>th</sup> September 2021

### Reminder - Destination Survey - September 2021

Please help us by supporting our monthly Tourism Business survey it has had some updates and is now available please [Click here](#). The survey is an incredibly valuable lobbying tool for us to use to support you.

### Tourism Flexijob Apprentice Scheme

Are you interested in a new college scheme which allows you to have an apprentice to work for you at a time that suits your business needs, with recruitment, employment and training all undertaken by the college. If you are interested, Please email [asa@gyta.com](mailto:asa@gyta.com)

### 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 needs funding [Click here](#) for more information.

### Funded staff opportunity

The Government has updated its guidance for employers for the Kick Start scheme [Click here](#)

### Residents Advantage Card - Opportunity

GYBC are looking for more local businesses to offer discounts to residents when they purchase a Residents Advantage Card. If you want to include an offer, no matter what that might be, please contact Marion Newrick at GYBC on 01493 846634 or email [marion.newrick@great-yarmouth.gov.uk](mailto:marion.newrick@great-yarmouth.gov.uk)

### 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

We have achieved of 2.5 million pounds worth of media coverage so far this year, 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](mailto: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

(Greater Yarmouth Tourism24

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

