



## **Destination News – Issued 8<sup>th</sup> September 2021**

### **Destination Survey - September 2021**

Our monthly Tourism Business survey has had some updates and is now available for you to complete and update us, please [Click here](#). The survey is an incredibly valuable lobbying tool for us to use to support you.

### **Could your Property be a filming location?**

Norfolk Screen is a one stop shop for productions and 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](#)

### **Visit Britain Annual Visitor Attractions report**

The 2020 attractions report has been published by Visit Britain [Click here](#) for more details

### **Reminder - Do you have a project which will benefit tourism but require 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.

### **Reminder - Gorleston Seafront Masterplan- Consultation**

Great Yarmouth Borough Council is currently carrying out a consultation about the development of a Masterplan for Gorleston Seafront, to access the survey and have your say [Click here](#)

### **Our Destination Management Plan**

As the Destination Management Organisation (DMO) for the Great Yarmouth area we have developed a 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

We have now reached over 2.5 million worth of Media Coverage this year through our collective PR/Media activities. To see a couple of examples of our PR work, [Click here](#) for one of our recent Blogger Visits (Me, Him, the Dog and Baby) or for a National Press Trip (Businesses News Weekly) example [Click here](#) If you have an opportunity or offer that we could use for a media visit/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 Tourism  
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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

