



Destination News – Issued 27th August 2021

Last Chance (closing Sunday)- Our Destination Survey - August 2021

If you have not yet had a chance to fill in our survey, please [Click here](#) to complete. The survey is a valuable lobbying tool for us to use to support you.

Do you have a project which will benefit tourism but need 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.

Kickstart Guidance updated

Kickstart scheme has been expanded to include 25–29-year-olds [Click here](#) for more information

Reminder - Fully Funded Courses Available

Fully funded courses in team leading, customer service and management are available through Steadfast training for further information on courses available [Click here](#)

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](#)

Reminder - Website listing

Listings on the Great Yarmouth Tourism [website](#) are free, please email websiteupdates@great-yarmouth.gov.uk to update/add your entry.

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

To see examples of our PR work [Click here](#) for one of our recent Blogger Visits (Suffolk Mum) or for a National Press Trip (The Sun) example [Click here](#)

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](#)

If you have an opportunity or offer that we could use for a media visit/release, please email Asa Morrison asa@gyta.com

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
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

