



Destination News – Issued 13th August 2021

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.

New 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

Circular Economy Practices - Research

The FACET project is undertaking research to understand the factors influencing businesses to adopt circular economy practices – ‘Reduce Reuse Recycle’. To participate in the survey please [Click here](#)

Marketing and PR in 2021

Please [Click here](#) to see the Country Life article following a press visit last month. Also please share and use our Marketing Videos on your social media and websites.

Long version - [VGY - New 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](#)

Reminder - Consultation on cycling and walking networks

Norfolk County Council and Great Yarmouth Borough Council are consulting on the active travel network in Great Yarmouth and Gorleston please [Click here](#) for the summary and to complete the survey please [Click here](#)

Website listing

Listings on the Great Yarmouth Tourist [website](#) are still 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 Great Yarmouth - Our Covid recovery plan

For our recovery plan [Click here](#) and for a short video explaining some of our work please click [here](#)

Visit England's tourism businesses advice hub

Visit England's free Business Advice Hub please [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

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

