



Destination News – Issued 14th July 2021

Reminder - Destination Survey - July 2021

Please help us to help you, by taking 5 minutes to fill out the survey.

Please [Click here](#) to access the July survey

Free Listing on Website

Listings on the official Great Yarmouth Tourism website www.visitgreatyarmouth.co.uk are now **FREE!** . Check in to see what is showing on your listing or to make any changes on the site email your amends to websiteupdates@great-yarmouth.gov.uk

Winter Garden Funding Announced

The National Lottery Heritage Fund has announced almost 10 million pounds of funding to Great Yarmouth's Winter Gardens. [Click here](#) for more information

Carers support for young people

Acle High school are hosting a one-day employer engagement activity for their year 11 (aged 15/16) students on Monday 23rd September. We are asking employers to help in one of two ways : by volunteering your time to prepare and deliver a session explaining your industry and/or being an interviewer in a role play style for short interviews with no more than 6 students. If you would like to get involved or would like further information please email Ellen.Goodwin@newanglia.co.uk

City of Culture 2025 Bid

Great Yarmouth Borough and East Suffolk Councils have announced exciting plans for a joint bid to become UK City of Culture 2025 [Click here](#) for more information

Rover Tickets go online

Rover tickets are now virtual – no longer needing to be displayed in a vehicle. Your guests can order theirs instantly by [Clicking here](#), click Great Yarmouth Borough Council, click Rover Permits and fill in the details.

Vist Great Yarmouth - Videos

Please share and use our Marketing Videos on your social media and websites

Long version - [Visit Great Yarmouth - New Promotional Video](#)

The Social Media Shorts - (10 Secs)

[PLAY TIME Visit Great Yarmouth](#) [OUTDOOR TIME Visit Great Yarmouth](#) [HOLIDAY TIME Visit Great Yarmouth](#) [HAPPY TIME Visit Great Yarmouth](#) [BEACH TIME Visit Great Yarmouth](#) [AMAZING TIME Visit Great Yarmouth](#)

Reminder - Advice for Holiday Parks about A&E

Great Yarmouth Borough Council are supporting NHS urgent care services, specifically A&E, and would like to speak to Holiday Park Managers and Owners about providing information on the advice which can be provided to their visitors. If you are a Holiday Park Manager or Owner, please email James.Dudley@great-yarmouth.gov.uk or call 01493 846613. Additionally if you have a staying guest who is suspected as having Coronavirus [Click here](#) for more details

What we do - our Visit Great Yarmouth/GYTABIA V News June 2021

A short video explaining some of the work we have achieved Please [click here](#) to view

Local Business Advice and Support

For Great Yarmouth Borough Council information and support for business please [Click here](#) or contact **0808 196 2240**.

Updated Roadmap to Recovery

We remain in Step 3 (until the 19th July) [Click here](#) for the update details of what you can and cannot do. Following the 19th July the Government has advised that we will be moving to step 4 in the roadmap Click [here](#) for more information

Covid-19 cases in the Borough of Great Yarmouth

Please [Click here](#) for local advice from Great Yarmouth Borough Council

Visit England's Latest official guidance for tourism businesses during COVID-19

Visit England's free Business Advice Hub which features dedicated pages to help tourism businesses navigate the COVID-19 recovery, from Government support schemes to practical guidance on operating safely. Please [Click here](#) for more details

Visit Great Yarmouth - Our Covid recovery plan

For more information on our recovery plan [Click here](#)

Marketing and PR in 2021

This year have arranged and hosted 9 press visits from national travel writers (including The Sun, Mail and Express) and have a couple more in the pipeline, here is a recent example of the regional [EDP feature](#) we hosted, If you have any stories, offers or opportunities, complimentary experiences/meals/tickets, which we can use in local, regional and national media or if you are able to host/work with journalists, bloggers and influencers, 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
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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

