



Destination News – Issued 9th July 2021

Destination Survey - July 2021 is now live.

Please help us to help you, by taking 5 minutes to fill out the survey. The information is invaluable and we use it to help you.

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

www.visitgreatyarmouth.co.uk- Free Listing

We have been working closely with GYBC on the new website and Listings on the official Great Yarmouth Tourism site www.visitgreatyarmouth.co.uk are now **FREE!** Ensure your business is listed with up-to-date information and up to date prices. It is now also possible to add accessibility details about your business to the Visit Great Yarmouth website. Check in to see what accessibility is showing on your listing or to make any changes on the site by emailing your amends to websiteupdates@great-yarmouth.gov.uk , the site also has a new covid section.

*****Please share our promotional videos*****

Our promotional videos have been released and we will be using them in future marketing campaigns. The new marketing video has a long version and six themed short version for social media.

Click here to see the long version of the New [Visit Great Yarmouth - New Promotional Video](#)
Please feel free to share and use the link in your tourism promotional activities and social media.

The Social Media Shorts - (10 Secs) can also be found below

[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](#)

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 Holiday parks can provide their visitors. If you are a Holiday park owner or manager, please email James.Dudley@great-yarmouth.gov.uk or call 01493 846613 for further information.

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

Our new video explaining some of our work is now available to view [Please click here](#)

Visitor Information needed at Lowestoft Train Station

On Sat 10 July Lowestoft Station is have an exhibition featuring tourist attractions across the area and how to reach them via public transport

If any attraction wants to drop any publicity material for exhibition, the station shop/information centre is open Mon - Sat 10am to 4pm.

Local Business Advice and Support

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

Reminder - Accommodation Guidance

What to do if a staying guest is suspected as having Coronavirus [Click here](#) for more details

Updated Roadmap to Recovery

We remain in Step 3 (until at least 19th July) [Click here](#) for the update details of what you can and cannot do.

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

Recovering from the impact of Covid is a challenge for everyone, there are several key activities Visit Great Yarmouth are undertaking to support that recovery, for more information about our recovery plan [Click here](#)

Marketing and PR in 2021

So far, we have arranged and hosted 8 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 [The Sun Great Yarmouth article](#) , If you have any stories, offers or opportunities, complementary 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
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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

