Destination News – Issued 30th June 2021

Please share our new promotional videos
Our new 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

Free Listing www.visitgreatyarmouth.co.uk
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. Information can be amended on the site at any time either by emailing your amends to websiteupdates@great-yarmouth.gov.uk or request a log in to the Extranet where you can update the details yourself.

Heritage open days - Register your event
There's still time to register an event for Heritage Open Days, which takes place 10-19 September. Further details can be found here   Send your completed registration forms to ruth.cockrill@great-yarmouth.gov.uk. The deadline is 1st August

Reminder - Accommodation Guidance
What to do if a staying guest is suspected as having Coronavirus Click here for more details

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

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 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

Promoting you in 2021
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.

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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