



Destination News – Issued 23rd June 2021

Final Reminder - Our Destination Survey - June 2021 is still live.

Please help us to help you, by taking 5 minutes to fill out the survey [Click here](#) to access the June survey.

Our new promotional Videos - released

Our new promotional video has been released and will be used in future marketing campaigns and shared with partners. 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.

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](#)

Great Yarmouth Borough Council - The Visit Great Yarmouth Guide 2021

Great Yarmouth Borough Council have developed a Visit Great Yarmouth digital guide for 2021, please [Click here](#) for more information.

Norfolk's new public Art Trail - have your say

Norfolk Council Council's Experience Project is working with artists to commission a series of new public art works one for each district of Norfolk which will be linked by a 250 mile walking/cycling trail for visitors to enjoy. The EXPERIENCE team would like to hear your ideas, opinions and thoughts [Click here](#) for more information.

Just in case you missed it - 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](#), thank you to Jaydn the apprentice at TMS Media for pulling this together for a very small fee.

Last Call - Restart grants from Great Yarmouth Borough Council

Applications for the Restart Grants closes on Wednesday 30 June. [Click here](#) for more information

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 [Click here](#)

Promoting you in 2021

So far, we have hosted 7 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 [Love Exploring Great Yarmouth article](#). If you have any stories, offers or opportunities 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

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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

