



Destination News Reminder Kickstart Event – Issued 16th April 2021

We have been asked to send you all a reminder about the next free on line event for local businesses hosted by Great Yarmouth Borough Council at 10.30 tomorrow morning, Wednesday 21 April. Guests tomorrow include East Coast College and Norfolk Chamber of Commerce who will explain all about how the Kickstart scheme can help pay the costs of taking on a new 16-24 year employee. This scheme has proved popular with the hospitality sector as the funding also provides wrap around support to help with the costs of training, additional equipment and even travel costs.

The session is free to attend and very informal so there will be plenty of opportunity for questions. To book, just register at <https://www.smartsurvey.co.uk/s/SFNZ3A/> and your invite will be emailed before the event.

Please respond as soon as possible to the team if you would like to attend.

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



VISIT
**GREAT
YARMOUTH**