



Destination News – Issued 27th April 2022

Last Chance to Book - FREE sustainable tourism workshop at Clippesby Hall

We are supporting a workshop for tourism businesses, which focuses on harnessing the experiential tourism trend and to extend the season. The event is being hosted by Norfolk County Council in partnership with Unmissable England, funded through the Interreg EXPERIENCE programme. The event takes place on the 4th May 9.30-12.30 to register [click here](#) Please note the booking for this event closes 28th April at 1pm

Book Now - FREE Skills Breakfast at East Coast College

Would you like to hear about the opportunities available in the Great Yarmouth area to train your staff as part of the Visitor Economy Network Initiative (VENI). A breakfast meeting focused on staff skills will take place on the 11th of May 2022 from 8am-10am. The business breakfast is free to attend and includes a complementary full English breakfast, to book your place please contact n.begum@eastcoast.ac.uk

Great Yarmouth Big Mini Golf Tour 2022

Visit Great Yarmouth/GYTABIA are funding The Big Mini Golf Tour. The four-month event tees-off on National Miniature Golf Day, Saturday 14th May 2022 and runs until Miniature Golf Day on Wednesday 21st September 2022. if you would like to find out more [click here](#)

2022 Coastal Tourism Business Survey Results

The National Coastal Tourism Academy have been surveying businesses around the coast to help assess and understand the impact of the Covid-19 pandemic on coastal tourism businesses in England. [click here](#) for the report.

Reminder - Government Scheme For Electric Vehicle Charging Points

The Government has introduced a new scheme whereby it will provide grants of up to £350 per electric vehicle charge point socket installed, with every business able to claim up to 40 grants. For more information and eligibility requirements [please click here](#)

Some of our work

To read our spring newsletter [click here](#) Our Destination Management Plan (DMP) [Click here](#), Our covid recovery plan [Click here](#) Our summer visitor survey [Click here](#) Our key investments for 2022 [click here](#) and some of last years marketing activities [click here](#)

Public Sector Advice and Support

For Great Yarmouth Borough Council business support [Click here](#). For local resident's coronavirus advice [click here](#). For Norfolk County Council coronavirus business support [Click here](#). For HM Government advice on working during covid [Click here](#). For Visit England's business advice [Click here](#)

Marketing and PR 2022

If you have a great offer or opportunity which would appeal to visitors, or even just a press release or a **new development for 2022**, please email Asa Morrison asa@gyta.com. Also [click here](#) to see an example of one of our PR Visits.

Also please share our Marketing Videos on your social media and websites. Long version - [VGY - Promotional Video](#)

The Social Shorts - (10 Secs)

[PLAY TIME - VGY](#) [OUTDOOR TIME - VGY](#) [HOLIDAY TIME - VGY](#) [HAPPY TIME - VGY](#) [BEACH TIME - VGY](#) [AMAZING TIME - VGY](#)

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.

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

