



## **Destination News – Issued 6<sup>th</sup> May 2022**

### **Our Destination Survey May 2022**

Our new tourism business survey is now open (with some new questions). The survey is an incredibly valuable lobbying tool for us to use to support you [click here](#) to take the survey and please help us to help you.

### **Looking for ways to transform customer experience in Tourism and Hospitality - Free Business Breakfast -11th May 2022**

As part of the Visitor Economy Network Initiative (VENI), East Coast College in Great Yarmouth are holding a free business breakfast which will focus on developing and enhancing your teams. You will find out more about the World Host Customer Service programme as well as funded or part funded courses in sustainability, visitor experience, leadership & management, finance and accountability and work force skills. The breakfast meeting is taking place on the **11th of May 2022** from 8am-10am and is free to attend and includes a complimentary full English breakfast, to book your place or a place for one of your team leaders or managers please email [n.begum@eastcoast.ac.uk](mailto:n.begum@eastcoast.ac.uk)

### **Visit England - National Accessible Scheme (NAS) review 2022**

Visit England is undertaking a review of the [National Accessible Scheme \(NAS\)](#). The NAS is a long-running voluntary scheme that helps accommodation proprietors in England to develop and promote their true level of accessibility and helps people with accessibility requirements identify suitable accommodation more easily. To find out more about the review [click here](#)

### **Reminder - Great Yarmouth Big Mini Golf Tour 2022**

Visit Great Yarmouth/GYTABIA are funding The Big Mini Golf Tour for 2022. 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](#)

### **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, please email Asa Morrison [asa@gyta.com](mailto: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

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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

