



Destination News – Issued 18th May 2022

Our Destination Survey - May 2022

Reminder - Our 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.

TV - Best of Britain by the sea - More 4/Channel 4

During 2021 we (and GYBC, NCC and Visit Norwich) invested in the production of a new series called Best of British by the sea, presented by Ainsley Harriott and Grace Dent. The Norfolk episode which features several parts of Great Yarmouth is being broadcast on Monday 30th May at 9am on More 4. For more information [click here](#)

Council Business Survey

Great Yarmouth Borough Council are conducting a survey about attitudes to business, if you can support this work please [click here](#)

TV - Salvage Hunters: The Restorers

Great Yarmouth is set to feature on the Salvage Hunters the restorers as the show visits the Old Penny Arcade located at Merrivale, the show is scheduled to be broadcast at 9pm on the 18th May on the Quest Channel.

Great Yarmouth Big Mini Golf Tour 2022 - Launches

Visit Great Yarmouth/GYTABIA are funding The Big Mini Golf Tour for 2022. which runs until Miniature Golf Day on Wednesday 21st September 2022. if you would like to find out more [click here](#)

How to promote your Experience - Free Course

The Experience Project continues the series of online training with a session on 'How to promote your experience - Tuesday 24 May, 6-7.30pm - to register [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. 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

