



Destination News – Issued 1st June 2022

Last Chance - Our Destination Survey - May/June 2022

Last Chance - Our tourism business survey is 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.

Funded and Fully Funded Courses for the Visitor Economy Sector

Are you interested in a wide range of funded and fully funded courses including Customer Service, Food Hygiene, Personal Licence and Barista Skills? We are a partner in the Visitor Economy Network Initiative (VENI) project [click here](#) to view the opportunities for your business

The Good Jobs Project.

The Good Jobs Project (UEA) wants to talk to businesses in the area who employ front line workers. For more information [click here](#)

Visit Britain Consumer Sentiment Survey

Visit Britain has released the May edition of its sentiment survey, to read the survey - [click here](#)

Free Workshop - Greening your business

The EXPERIENCE project is holding two identical sessions about 'Greening your Business', a morning session on Tuesday 14th June 10-11:30 and an evening session on Thursday, 16th June 6-7:30pm. [click here](#) for more information

National Coastal Academy

The National Coastal Academy is running a national survey to understand coastal business needs. If you would like to participate, please [click here](#)

Some of our work

To read our most recent 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, a new development or even just a press release, please email Asa Morrison asa@gyta.com. Please [click here](#) to see an example of one of the PR visits we organise, this article also appeared in over 20 local newspapers in and around the Greater London and Home Counties areas and is part of our PR expansion linking up with local and regional papers in other areas to complement our National PR work.

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

(Greater Yarmouth Tourism
Business Improvement Area)

07786911936

www.gyta.com

karen@gyta.com

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

