



Destination News – Issued 10th June 2022

Our all-new Visit Great Yarmouth Facebook page is live.

Our new Facebook page is one day old, growing, and ready to promote our destination, please like and share the page and posts. [Click here](#) to visit our Facebook page.

Upcoming Events

Some Big Events coming up in the next few weeks
tomorrow [Gorleston Seafront Festival](#) on the lower esplanade

[Caister Carnival Fun Day](#) 26th June

[Wheels Festival](#) 2nd & 3rd July

[Great Yarmouth Arts Festival](#) from 7th July

[Gorleston Bandstand Concerts](#) are now underway on Sunday afternoons throughout the Summer

Nelson Ward Survey

If you live or work in the Nelson ward in Great Yarmouth, please consider taking time to fill out a survey for the Nelson place project.

Click [here](#) for the over 25 survey and click [here](#) for the 16 to 25 survey.

Call For new sites in the Great Yarmouth Local Plan

Great Yarmouth Borough Council is now undertaking a 'call for sites'. This is an opportunity for individuals, landowners, developers, Parish Councils and other interested parties to let the Council know what sites may be suitable for inclusion in the new Local Plan for development. Sites for proposed developments should have a minimum site size of 0.25 hectares (0.6 acres) or otherwise capable of accommodating at least five dwellings or 500sqm of commercial floorspace. [click here](#) for more information.

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

Please email you stories and press releases to Asa Morrison asa@gyta.com. Please [click here](#) to see an example of one of the PR visits, which appeared in over 25 local newspapers.

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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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

