



Destination News – Issued 8th July 2022

Our Destination Survey - July 2022

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 to take the survey [click here](#) and please help us to help you.

Golden Ticket Competition is live on our Visit Great Yarmouth Facebook page.

Our Golden Ticket competition is now live and will run with five competitions over the next five weeks [Click here](#) to visit our facebook page.

Short-Term Letting - Call for evidence.

The Government has launched a consultation calling for evidence about the short-term letting market. The UK government's Tourism Recovery Plan, published in June 2021, included a commitment to consider a possible Tourist Accommodation Registration Scheme in England. The purpose of this call for evidence is to gather information that will improve the government's understanding of the benefits and challenges of short term lets across England as a whole and how they vary across the country. For further information or to respond directly visit [here](#). The call for evidence closes on 21 September.

Free training from Visit England on how to take your business overseas

Want to find out about how to promote your business overseas? Visit Britain is running a number of courses both face to face and virtually online [click here](#) for more information.

Digital & Social Media Workshop

Need an introduction into the value of Essential Digital Business Skills and receive advice on which tech might help your business and be signposted to available grants? Course in Great Yarmouth – 13th July (10am-5pm) For more information and to book, please email xav@clockworkcity.co.uk

Can you be a Net Zero Waste Champion

Save money on business costs, attract new customers and improve your environmental credentials. Do you need support in taking steps towards becoming a Net-Zero Waste Champion? To find out more [click here](#)

Hospitality Training Courses

A variety of accredited hospitality and leisure-based courses are available for free – from food safety to personal licence holder awards – view the full range and book here - [click here](#)

Reminder - 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. The survey is open until 10th August

Last Chance - 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](#)

Reminder - Great Yarmouth Summer Fireworks

We are funding the Big Wednesday's firework events taking place on Great Yarmouth's central beach this August and Out There Arts will be delivering some really big street art alongside the fireworks. The BIG Wednesday events run on the 3rd , 10th, 17th, 24th and 31st August, for more information [Click here](#). The Pleasure beach will also be holding a firework display on the 27th of July. All Fireworks light up the sky at 10pm.

Reminder - Hemsby Fireworks

We are also funding the Hemsby Fireworks which will take place every Tuesday from 26th July to 30th August at 10pm, the events on Beach Road will be supported with street acts.

Upcoming Events

Some Big Events coming up in the next couple of weeks :

Great Yarmouth Arts Festival from 7th July [click here](#) for the event brochure.

[The Queen's Baton Relay](#) - 9th July starting 10am Waterways - Great Yarmouth Seafront

[Great Yarmouth Racecourse](#) Ladies evening featuring Rylan 13th July

[NearLyFestival](#) 16th & 17th July - Beaconsfield Park, Great Yarmouth

Local Attractions News

[Great Yarmouth Pleasure Beach](#) – Now open every day

[Hippodrome Circus](#) - Summer show has started

Some of our work

To read our most recent newsletter [Click here](#) our Destination Management Plan (DMP) [Click here](#) our summer visitor survey 2021 [Click here](#) our key investments for 2022 [Click here](#) and some of last year's marketing activities [Click here](#)

Business support links

For Visit England's business advice [Click here](#) For Great Yarmouth BC business support [Click here](#) For HM Government advice on reducing the spread of covid [Click here](#)

Marketing and PR 2022

Please email your stories/press releases to Asa Morrison asa@gyta.com. We are running a number of marketing programmes in 2022 including digital, radio, traditional media, PR, as well as working with Blogger Ambassadors, please [Click here](#) to see an example of one of the blogger 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