



## **Destination News – Issued 21<sup>st</sup> July 2022**

### **Last Chance - Our Destination Survey - July 2022**

Our tourism business survey is only open until 24<sup>th</sup> July (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.

### **Visit Great Yarmouth Facebook page - Golden Ticket Competition**

Our [Golden Ticket](#) competition is now in week 3 of 5 [Click here](#) to visit our Facebook page for further information and if you can please help us by supporting, spreading and sharing the message.

### **ITV This Morning and Loose Women**

As part of our PR programme, earlier this week we worked with ITV on six live outside broadcasts in Great Yarmouth. The presenters on site were Kate Lawler and Ovie Soko. a really big thank you to all our members and partners that made this happen. [Click here](#) for picture taken during the broadcast.

### **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 3<sup>rd</sup> , 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup> and 31<sup>st</sup> August, for more information [Click here](#). The Pleasure beach will also be holding a firework display on the 27<sup>th</sup> of July and Gorleston Cliff Top Gala will have a firework display on 31<sup>st</sup> July. All fireworks events light up the sky at 10pm.

### **Reminder - Hemsby Fireworks**

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

### **Upcoming Events**

Events coming up we are supporting.

[MdZ ESTATE Tour](#) - Until 4<sup>th</sup> Sept - Pleasure beach Gardens, Great Yarmouth

[Pavilion Theatre & Summer Bandstand Concerts](#) - Every Sunday in the Summer, Gorleston Seafront

[Gorleston Cliff Top Gala](#) 30<sup>th</sup> & 31<sup>st</sup> July - Gorleston Cliffs

[Family Funday and Classic Car Show](#) 6<sup>th</sup> August - Julie's Car Boot Field, Burgh Castle

[Visit Great Yarmouth Festival of Bowls](#) - 28<sup>th</sup> August - 23<sup>rd</sup> September - Great Yarmouth

### **Our work**

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

### **Support links**

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

### **Promoting you in 2022**

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

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