



## Destination News – Issued 29<sup>th</sup> July 2022

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

Our [Golden Ticket](#) competition is now in week 4 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/competition. To see our Instagram page [click here](#)

### National Coastal Academy - Year of the Coast 2023 – be part of it!

Year of the Coast 2023 is a new awareness campaign showcasing the very best of our assets to inspire more visitors to love, visit and protect our coastline. If you operate a visitor-facing business this is for you! To get involved and find more information, download the Year of the Coast Toolkit [click here](#)

### East of England Tourism Awards

Applications for the East of England Tourism Awards are now open. To find out how to enter [click here](#)

### BIG WEDNESDAY - 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 at 5.30pm and 9pm prior to the lighting of the fireworks. We are encouraging seafront businesses to promote and encourage visitors to use their establishments between the street acts. The BIG Wednesday events run on the **3rd , 10th, 17th, 24<sup>th</sup> and 31<sup>st</sup>** August, for more information [Click here](#). Gorleston Cliff Top Gala will also have a firework display on 31<sup>st</sup> July and Hemsby fireworks will take place every Tuesday throughout August. All fireworks events light up the sky at 10pm.

### Upcoming Events

Upcoming events we are supporting :

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

[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

### Attractions News

Pleasure Beach - [Dino Day](#) Sunday July 31<sup>st</sup>, [Live Music - Complete Madness](#) 4<sup>th</sup> August, [Coaster Cabana](#) 6<sup>th</sup> August

Hippodrome - [Hippodrome Circus](#) - Live shows every day

Great Yarmouth Racecourse [Summer Evening Racing](#) - 3<sup>rd</sup> August, [Summer Holiday Raceday](#) - 4<sup>th</sup> August

Yarmouth Stadium [stunt show](#) - 2<sup>nd</sup> August

### 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 - Halloween and Christmas Activities

If you have any events or special activities planned for Halloween or Christmas this year that you think would be of interest nationally, please email [asa@gyta.com](mailto:asa@gyta.com). We are already receiving a number of national media requests and would like to promote your business. We continue to run a number of marketing programmes including digital, radio, traditional media, PR, as well as working with Blogger Ambassadors, please [click here](#) to see our recent PR in the Mail on Sunday.

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](http://www.gyta.com)

[karen@gyta.com](mailto: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
- To provide incentives and opportunities to spend more in local businesses