



Destination News – Issued 7th October 2022

Need to recruit staff in 2023?

We are working in partnership with East Coast College and local flavors on an Employment and Skills event for the hospitality, tourism and leisure businesses. The event will take place on 26th Jan 2023. The event will provide a platform for business to show case job opportunities to students, job seekers and people looking for a change in career. For more information please contact Nasima Begum by email at: n.begum@eastcoast.ac.uk

Irresponsible Vehicle Use on Great Yarmouth Seafront.

Great Yarmouth Borough Council has an open consultation over whether to continue legal powers which aims to tackle vehicle-related anti-social behaviour on and near Great Yarmouth seafront. [click here](#) for more information

Have Your Say - Hemsby Neighbourhood Plan

Great Yarmouth Borough Council are inviting people to have their say on the final draft of a neighbourhood plan for Hemsby. [click here](#) for more information

New Tourism Minister Appointed

Life Peer Lord Syed Kamal has been announced as Parliamentary Under Secretary and takes responsibility for civic society, heritage and growth alongside tourism at the Department for Digital, Culture, Media & Sport (DCMS). [click here](#) for more information

Is your business Cycle Friendly?

You could attract more tourists to your business for free by registering as a 'Cycle Friendly Place' for free. [click here](#) for more information

Major Upcoming Events

[Totally Soul & Motown Weekender](#) 13-17th October

[Fire on the Water: Beach Edition](#) 22-29th October

Attractions Special Events

Sealife Centre - [Ascarium](#) - 15 -31st Oct

Britannia Theatre - [Elvis Tribute Artist World Show](#) 15th October

Pleasure Beach - [Fairground Frights](#) 26-30th October

Hippodrome - [Halloween Spooktacular](#) 21-31st October

Yarmouth Stadium [Caravan Destruction Derby](#) 27th October

Great Yarmouth Racecourse [Final Race days of 2023](#) 10th and 18th October

The Empire - [Octoberfeast](#) 7th-9th and 14th - 16th

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 finalising our summer survey for 2022), our key investments for 2022 [Click here](#) and some of this year's press and 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

if you have any stories that might be of national interest. please email asa@gyta.com. 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 some examples of our 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.

Best regards

Asa Morrison /Karen Youngs

Visit Great Yarmouth

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**VISIT
GREAT
YARMOUTH**

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