

AUTUMN NEWSLETTER 2022

As the seasons change and we travel to the end of 2022, our focus is now moving to next year.

Developing and promoting our tourism offer to bring staying visitors and day trippers into the destination is our priority and projects are already under development for 2023.

Next year, we will continue our investment in a dynamic and varied events programme and grow the tourism economy, which was worth half a billion pounds in 2021 according to a study released last month by the independent Cambridge Model.

Our commitment to work with businesses and other tourism stakeholders is an important part of our role and we will support them as we face yet another big challenge on top of the impact felt by the Covid pandemic, the cost-of-living crisis.

Meanwhile, our destination marketing for 2023 is in planning with a strategy to build on the media coverage achieved by our PR work nationally, regionally and locally, accompanied by a wide range of marketing activities. These activities raise and broaden awareness of what our destination has to offer and builds its reputation to a wide range of markets. The Board will agree our 2023 marketing plans this autumn.

Alongside the above, we will continue to support facilities, maintenance and access projects, invest in key research, which helps to shape our activities, and work with partners to build on the work already done and promoting all our destination offers to both day trippers and staying visitors.



ANNUAL REPORT



LYNDON BEVAN Chairman
Visit Great Yarmouth/GYTABIA

This year, we have seen a return to near-normality across the destination, with improved trading compared to the past couple of years through Covid, which were devastating for us all.

Now, the cost-of-living crisis has created further challenges for us all. As we move into the winter months, it is essential that we continue to work hard to ensure that we maintain and develop the number of visitors who choose to come to the area.

Investing in a diverse and imaginative range of projects and activities that support your businesses remains our priority.



ASA MORRISON Chief Executive
Visit Great Yarmouth/GYTABIA

A summer of remarkable seaside weather was on our side this year.

We had a real opportunity to ensure our visitors made great lasting memories and had fantastic experiences across our destination that they would want to return to repeat, hopefully, again and again. We were delighted to see the return of events that had been absent in the pandemic, and some new events. Investment in events and marketing will continue alongside other projects aimed to improve the overall offer of our destination.

I look forward to continuing to work with you all next year and building on all the hard work achieved in partnership across the destination.

Please get in touch with us if you would like to find out more about our plans.



YEAR ENDED 30 SEPT 2021 ACCOUNTS

Our finances are returning to a normal trading pattern following the pandemic.

We were able to add some additional investment for 2021/22. Our overall income was slightly down at the year end.

In terms of expenditure, we had a number of investments take place as part of our recovery plan.

TURNOVER	2021	2020
TURNOVER	£419,169	£465,500
COST OF SALES	£353,960	£49,249
GROSS PROFIT	£65,209	£416,251
ADMINISTRATIVE EXPENSES	£106,842	£140,295
OTHER OPERATING INCOME	£0	£40,540
(LOSS)/PROFIT	(£41,633)	£316,496

INCOME	2021	2020
SUBSCRIPTIONS & OTHER INCOME	£4,169	£9,589
LEVY INCOME	£415,000	£455,911
TOTAL INCOME	£419,169	£465,000

VISIT GREAT YARMOUTH

ECONOMIC IMPACT OF TOURISM 2021

Figures from the independent Cambridge Model.



£436m
TOTAL
TOURISM VALUE



4,813,200
TOTAL TRIPS
DAY & STAYING



£322m
TOTAL
VISITOR SPEND



26.9%
OF ALL
EMPLOYMENT
TOURISM RELATED

YEAR ENDED 30 SEPT 2021

COST OF SALES	2021	2020
ILLUMINATIONS EXPENSES	£10,000	£10,000
COMMUNITY SAFETY	£56,336	£7,500
EVENT OPPS COSTS	£0	£3,340
MARKETING	£60,710	£28,409
EVENTS	£58,245	£0
FMA	£154,339	£0
SMALL PROJECTS	£14,330	£0
TOTAL	£353,960	£49,249
GROSS PROFIT	£65,209	£416,251
OVERHEADS		
ADMINISTRATIVE CHARGES	£106,842	£140,295
OTHER OPERATING INCOME	£0	£40,540
OPERATING (LOSS)/PROFIT	(£41,633)	£316,496
DEBTORS/CREDITORS		
DEBTORS	£13,436	£35,311
CREDITORS	£344,563	£67,621



Our finances remain in a good place overall.

We are now looking forward to next year to build on the recovery foundations of this year. We will continue to invest in projects that meet our core objectives. Our aim is to ensure that every investment we make into our destination makes a real impact on your business.

MATT SMITH Company Secretary



MARKETING 2022

We stepped up our marketing in 2022, returning to the successful wide mix that had been difficult during the pandemic.

Our national PR programme generated the equivalent of £1.5 million worth of coverage as of the end of September 2022.

Positive pieces about the destination have appeared in national newspapers and magazines including:

The Sun, The Mirror, Best, Choice, Metro, Daily Mirror, Daily Star, Mail on Sunday and The Guardian.

We have worked on three national competitions and hosted seven travel journalists from the national press. In addition, we have issued at least two national press releases a month.

Our regional and local PR has focused more on the day trip market and supported some of the national PR work locally.

This included the live broadcasts at Great Yarmouth for ITV's This Morning and Loose Women seaside tour in July and Channel 4's Best of Britain By the Sea.

Bloggers have visited a number of times and written about our destination as part of our blogger ambassador programme.

We have also worked closely with Visit East of England. We also continue to grow our media/digital library to support promotion of our destination.



Alison Hammond on This Morning holding VGY Postcard

EVENTS

We have invested more than £220,000 for 2021/22 in events to boost staying visits, short breaks and days out to the destination:

Comic Con Mini

May

Caister Carnival Funday

June

Jubilee Fireworks

June

Wheels Festival

July

Gorleston Clifftop Gala Fireworks

July

Great Yarmouth Arts Festival

July

Wheels Fireworks

July

Hemsby Fireworks

Summer

Gorleston Bandstand Concerts

Summer

MdZ Estate Tour

Summer

BIG WEDNESDAY (Great Yarmouth Fireworks)

August

Belton Funday

August

Festival of Bowls

September

East Coast Pirates Birthday Bash

September

Out There Festival

September

Toffs & Hoggs

September

Fire on the Water

October

Gorleston Switch-On

November

DESTINATION RESEARCH

In 2020, Covid inflicted a catastrophic impact on tourism.

The size of our tourism economy was cut dramatically—between 40-60 per cent down on previous years.

Then 2021 was hit by another national lockdown for the first three months causing a slow start with gradual and managed reopening.

Once the reopening was under way, visitor numbers grew markedly through the summer.

To give us a full picture and support our strategy and activities, we have undertaken a range of research activities in the last year:

- Tourism Business Impact monitoring
- Volume & Value of Tourism reports
- A face to face summer visitor survey
- Monitored footfall through a street counter and mobile phone tracking.

Reports and results are shared with our key partners. We use this data to influence Visit Great Yarmouth's activities to reflect what our visitors and businesses want to see.

FACILITIES, MAINTENANCE & ACCESS PROJECTS

During the last year we have invested in the following improvement projects:

- Seafront Decorative Lighting
- Great Yarmouth CCTV
- Different Light Project
- Broads Discovery Hub
- Filby in Bloom
- Caister in Bloom
- Winterton In Bloom
- Gorleston in Bloom
- Kingsway Island Hemsby
- Hemsby/Newport Beach Cleaning
- Winterton Beach Car Park Toilet Cleaning
- Caister Trail.

VENI PROJECT

As a delivery partner in the Visitor Economy Network Initiative project (VENI), we provide in-kind funding support. VENI brings educators and small and medium-sized businesses closer together and creates opportunities for young people to develop skills to be work-ready through training.

DESTINATION MANAGEMENT PLAN

Our plans for 2021-2024 are set out in the Visit Great Yarmouth Destination Management Plan. Visit Great Yarmouth is the Destination Management Organisation for the borough of Great Yarmouth and our role is to deliver this plan. [VGY-Dest-Plan-FINAL.pdf](#) (gyta.com)



ASA MORRISON
Chief Executive
asa@gyta.com



KAREN YOUNGS
Business & Administration Manager
karen@gyta.com

info@gyta.com
07786 911936
www.gyta.com