

**Destination News - Issued 20th December 2022**

**Happy Christmas and New Year**

As this will be our last Destination News for 2022 we would like to take this opportunity to wish you all a very Happy Christmas and prosperous New Year and we are looking forward to working with you all in 2023.

**Out There Arts - Icehouse Consultation**

Out There Arts have been awarded funding by the National lottery to undertake local public consultations to support the development phase of the icehouse. If you would like to find out more [click here](https://outtherearts.org.uk/the-ice-house/)

**Digital Sector Work Placement**

East Norfolk Sixth Form are looking for support with work placements – Digital T Level students are looking for placements in business where they can get the opportunity to programme & code, undertake data management & data security, support social media and build websites

If you think you can support local young people or want more information, please email ALerpiniere@eastnorfolk.ac.uk at East Norfolk.

**Visit Britain Inbound Forecast**

VisitBritain has published its inbound tourism forecast for 2023 with continued strong recovery predicted in overseas visitor spending. It shows spending by inbound visitors is predicted to grow faster than visitor volume, with higher spending also per trip. For the full forecast details [**click here**](https://www.visitbritain.org/2023-tourism-forecast?utm_source=sendinblue&utm_campaign=Insights%20Update&utm_medium=email)

**Reminder - Consultation on Open Space**

Great Yarmouth Borough Council is asking people to provide feedback on the final draft of its Open Space Supplementary Planning Document (SPD).  The consultation is taking place from November 25th to December 23rd 2022. To view the documents [click here](https://www.great-yarmouth.gov.uk/planning-consultations)

**Reminder - 2023 \*RECRUITMENT OPPORTUNITY​\* - Do you 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 hospitality, tourism and leisure businesses. The event will take place on 26th January 2023 and will provide a platform for businesses to show case job opportunities to students, job seekers and people looking for a change in career. For more information, please contact Nasima Begum via email at: n.begum@eastcoast.ac.uk

**Major Upcoming Events & Attractions**

Until 31st December 2022 [The Wonderful Wizard of OZ](https://www.gorlestonpavilion.co.uk/whats-on/1173620218) Pavilion Theatre - Gorleston

Until 8th January 2023 [Hippodrome Christmas Spectacular](https://hippodromecircus.com/christmas) - Great Yarmouth

Until 31st December 2022 [Peter Pan](https://stgeorgestheatre.ticketsolve.com/ticketbooth/shows/873636763/events/129) - St Georges Theatre - Great Yarmouth

Until 20th March 2023 [Retro Games - Time and Tide Museum](https://www.museums.norfolk.gov.uk/time-tide/whats-on/retro-games) - Great Yarmouth

27th December 2022 [Great Yarmouth Stadium Banger Racing](https://yarmouthstadium.co.uk/#motor) - Great Yarmouth

**Our Work**

To read our newsletter [Click here](https://gyta.com/wp-content/uploads/delightful-downloads/2022/10/VGY-Autumn-Newsletter-2022-Web.pdf), our Destination Management Plan (DMP) [Click here](https://gyta.com/general-info/destination-management-plan/), for our summer visitor survey 2022 [click here](https://gyta.com/wp-content/uploads/delightful-downloads/2022/10/Great-Yarmouth-Visitor-Survey-2022-Final-Report-1.pdf)  and some examples of our press and marketing activities in 2022  [click here](https://gyta.com/press-activity/press-activity-2022/)

**Support Links**

For Visit England's business advice [Click here](http://www.visitbritain.org/business-advice?utm_source=dmopromo&utm_medium=referral&utm_content=na_na_na_na_link_na_na&utm_campaign=hubcampaign20_b2b_nov20) For Great Yarmouth Borough Council business support [Click here](https://www.great-yarmouth.gov.uk/coronavirus-advice-businesses) For HM Government advice on reducing the spread of covid [Click here](https://www.gov.uk/guidance/working-safely-during-covid-19)

**Promoting You**

if you have any stories or developments for 2023, 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 planning a programme with Blogger Ambassadors for 2023, please [click here](https://gyta.com/press-activity/press-activity-2022/) to see some examples of our work.

Also please share our marketing videos on your social media and websites.  Long version - [VGY - Promotional Video](https://www.youtube.com/watch?v=R11zDiYojfU)

The Social Shorts - (10 Secs)

[PLAY TIME - VGY](https://www.youtube.com/watch?v=a8IW5b8jGt4)   [OUTDOOR TIME - VGY](https://www.youtube.com/watch?v=OmC4TRCMYDM)   [HOLIDAY TIME - VGY](https://www.youtube.com/watch?v=w88OmjwxCO4)    [HAPPY TIME - VGY](https://www.youtube.com/watch?v=oHG-bYwX0SY)    [BEACH TIME - VGY](https://www.youtube.com/watch?v=NaWwG3NtKk0)   [AMAZING TIME - VGY](https://www.youtube.com/watch?v=91auLlxDlhU)

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

(Greater Yarmouth Tourism

Business Improvement Area)

**07786911936**

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

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