



Destination News - Issued 20th February 2023

Dear All,

New - Our Destination Survey - Now Open

Our tourism business survey is now open until 5th March with updated 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.

Extended Deadline - Great Yarmouth Borough Council 'Local Plan Option' Consultation

The Local Plan options consultation now runs until 27th February 2023. The consultation comprises a series of questions to help the Borough Council prepare the Local Plan.

The consultation seeks views on how much development we should be planning for, where that development should go, what infrastructure is needed and what planning policies we should have to manage new development
[click here](#) for more information.

County Deal for Norfolk

Norfolk County Council has launched a consultation on the county deal, which could lead to millions of pounds worth of future funding for Norfolk [click here](#) for more information.

Reminder - Our Digital Guide 2023

Just in case you have not seen it, please find link below for our online Digital Guide 2023.

[Visit Great Yarmouth Guide 2023](#)

As the guide is digital we will be refreshing the pages every month, please share the link on your social networks

Our Work

To read our most recent newsletter [Click here](#) our Destination Management Plan (DMP) [Click here](#) for our summer visitor survey 2022 [click here](#) and some examples of our press and marketing activities in 2022 [click here](#) and in 2023 [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 covid [Click here](#)

Promoting You

If you have any stories/developments for 2023, that might be of national interest. please email asa@gyta.com. For 2023 we will run a number of marketing projects including digital media campaign , radio, traditional media, local and national PR, as well as planning a programme with Blogger Ambassadors for 2023, please [click here](#) to see some examples of our work and for a press trip example [click here](#) for Family First Magazine(from page 56) which went out last month.

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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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