



Destination News - Issued 1st March 2023

Dear All,

Reminder - Our Destination Survey - Open

Our tourism business survey is open until 5th March with updated questions. If you have not had the chance to fill in the survey, please do it 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.

Interested in hiring an apprentice

Hiring an apprentice (or 'up-skilling' an existing member of staff) is a productive and effective way to grow talent and develop a motivated, skilled and qualified workforce. East Coast College can provide an array of Apprenticeship programmes (right up to higher degree level), with free 'beginning to end' support with your apprentice recruitment. For more information [click here](#)

Cromer to Great Yarmouth Charity Walk

East Anglia's Children's Hospices (EACH) are holding a Cromer Pier to Britannia Pier fundraising walk on Saturday 10th June, if you would like to find out more [click here](#),

Reminder - Our Digital Guide 2023

Our online Digital Guide 2023 is out Click here to view [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

Want to understand more about neurodiverse employment?

A Neurodiverse workforce is increasingly seen as an advantage to organisations, if you want to improve your understanding and hear keynote speeches from experts in neurodiversity and workplace inclusivity Great Yarmouth Job Centre plus is hosting a roadshow at Great Yarmouth Town Hall 20th March at 10.30 - 1430.

To book now and reserve a place [click here](#)

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 GYBC 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 in Jan.

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

(Greater Yarmouth Tourism
Business Improvement Area)

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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