



Destination News - Issued 10th March 2023

Dear All,

We are investing £450,000 into the destination this year.

We are investing £450,000 into the area in 2023, through supporting events, individual projects and undertaking destination marketing. To find out more read our press release [click here](#)

Ice House Consultation

A consultation specifically for local business, heritage and arts professionals and activists will take place on Tuesday 14th March, 9am – 2pm, at Out There Art's base The Drill House, York Road. Buffet lunch and refreshments provided. For more information and to book your place [click here](#)

Reminder - County Deal for Norfolk

Norfolk County Council's consultation on the county deal closes 20th March [click here](#) for more information.

Reminder - 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](#)

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](#). To view our 2023 Digital Guide, click here to view [Visit Great Yarmouth Guide 2023](#)

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 January.

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