



Destination News - Issued 6th April 2023

Dear All

Destination Website – Visit Great Yarmouth

The Great Yarmouth Destination Website www.visitgreatyarmouth.co.uk has now transferred from Great Yarmouth Borough Council to ourselves. If you have any news or updates please respond to this email.

Could your business join the ‘Refill’ revolution?

A free ‘Refill App’ shows places to get refills for drinks, food or groceries without the packaging, making life with less plastic easy. Anyone can download the free Refill app to find Refill Stations near them where they can refill on the go. Food, drink and retail businesses, and any business with a tap, can sign up as a Refill Station (for free) and offer refills. You can help people who are keen to avoid single-use plastic and introduce them to your business at the same time. Join more than 500 Norfolk-based businesses offering refills and help us achieve Norfolk-wide refill coverage! for more information [click here](#)

Visitor Economy Careers Guide

A Tourism Career Brochure has been developed by the VENI Project to explain more about a career in tourism, to find out more [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