



Destination News - Issued 26th April 2023

Dear All

Our Destination Survey - is Open

Our tourism business survey is now open until 30th April 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.

Short Term Lets registration scheme Consultation

The Department for Culture, Media and Sport is seeking views on the design of a registration scheme for short-term let properties in England, including on its scope and how it would operate.

[click here](#) for more information.

Short Term Lets classification Consultation

The Government is consulting on a proposal of the introduction of a use class for short term lets and permitted development rights to provide flexibility where there are no local issues with such uses.

[click here](#) for more information

Our Work

To read 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 campaigns , 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)

www.gyta.com - Business Website

www.visitgreatyarmouth.co.uk - Visitor Website

Info@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