



# VISIT GREAT YARMOUTH

## SPRING NEWSLETTER 2023

**As a destination, one of our biggest strengths is the way all our businesses, attractions and volunteers go above and beyond to shape and deliver the best experience for our visitors all year round.**

As we return to normality after the difficult Covid years, we are extremely proud in committing to another rich programme of investment for 2023, including more than £345,750 to dynamic events projects, marketing activities to build our visitor volume and footfall and support new projects and enhancements.

Our year-on-year planning and delivery supports the local economy, employment and adds strength to the destination's 12 months a year appeal for holidaymakers, day trippers and short-break visitors of all ages and backgrounds.

A considerable amount of hard thinking goes into which projects and events we support to ensure all target markets are covered, whilst taking into account the difference the investment makes to the fantastic organisations we work with.

Our united mission is unwavering – a dedication to collaborating for unforgettable experiences to encourage our visitors to return time and time again in a fast changing world with so many choices.

Working in partnership with Out There Arts we're especially pleased for the return of Big Wednesdays on Great Yarmouth seafront, which sees weekly fireworks displays and street entertainment throughout the summer holidays on Wednesday nights together with Hemsby's Big Tuesdays which also features entertainment & street acts on Beach Road complementing the fireworks on the beach Tuesday nights throughout the summer.

Other events and attractions to have also attracted funding include The Wheels Festival, Festival of Bowls, Great Yarmouth Arts Festival, The Out There Festival, Caister Carnival Fun Day, Gorleston Clifftop Gala Fireworks, Gorleston Bandstand Concerts, The ADP Riot Tour, Hopton Party in the Park, Comic Con Mini, the Coastal Path Celebrations, NSRA Fun on the beach, East Coast Pirates Birthday Bash and the Gorleston Christmas Light Switch-on.

We also plan to run our Golden Ticket competition on our social media that proved so popular last year engaging with our visitors.

Looking ahead to summer, the much-anticipated opening of the Herring Bridge promises to make travelling around our destination easier this year.

On behalf of our members, we will continue to lobby and raise awareness about the issues that impact our members and their businesses.





**LYNDON BEVAN** Chairman  
Visit Great Yarmouth/GYTABIA

**Everyone running a business knows how tough the trading climate is.**

We are all in it together, so we know how each other feels. It makes me so proud and full of admiration to hear how businesses are pulling together and giving their all to ensuring our destination offers the very best year on year.

The cost-of-living crisis is biting as we recover from the pandemic. The spirit to overcome is as high as ever and the innovation, resourcefulness and determination I see day in day out from our members is astounding.

Where businesses might not have the resources to reinvest this year, they are compensating with spirit and verve to make 2023 a great year for our destination.

We were delighted to welcome members to our face to face Open Forums where we highlighted our activities in 2022 and gave an overview of our plans for 2023 and we plan to hold more so businesses can share ideas and experiences in a friendly and open environment.

Much effort and investment is being directed into attracting the widest range of visitors from day-trippers to holiday makers and short breakers.

We believe our strategy to spread our net with an enticing programme all year round making the most of all our destination has to offer for all tastes and ages will see us through times when competition for people's spending is the toughest we remember.



**ASA MORRISON** Chief Executive  
Visit Great Yarmouth/GYTABIA

**We have stepped into 2023 with optimism and positivity, armed with encouraging data and feedback from our visitors to help us constantly improve our offer.**

We all know these are difficult times so the spirit of collaboration and pulling together for the good of our destination is hugely appreciated. We are stronger as a destination if we plan and work together. Pre-pandemic tourism was worth £650 million and supported 13,000 tourism related jobs, which was over 37pc employment in the area.

2020 and 2021 had significant challenges as we all lived through the pandemic. 2022 saw a return close to normal and we remain optimistic 2023 will see a return to pre-pandemic levels.

We were thrilled to see last year's visitors survey results returning the resounding message: "We love Great Yarmouth."

A total of 97pc of the 450 visitors questioned said they would recommend our destination to family and friends – an increase of 7pc on the year before.

A drill down into the figures showed most visitors (92pc) were returning to Great Yarmouth, with almost half (49pc) returning within a year.

What brings them back? The atmosphere and the welcome, they say, which is testimony to the huge effort, investment and hard work of our businesses, and their commitment to constantly review and improve.

We use this, and other data we collect all year round, to build our vision and plans year on year.

# YEAR ENDED 30 SEPT 2022 ACCOUNTS

<b>TURNOVER</b>	<b>2022</b>	<b>2021</b>
SUBSCRIPTIONS AND OTHER OPERATING INCOME	£18,283	£4,169
LEVY INCOME	£449,868	£415,000
	<b>£468,151</b>	<b>£419,165</b>
<b>COST OF SALES</b>		
MARKETING EXPENSES	£91,699	£60,710
EVENT EXPENSES	£316,176	£58,245
FMA EXPENSES	£42,739	£220,675
SMALL PROJECT EXPENSES	£21,053	£14,330
	<b>£471,667</b>	<b>£353,960</b>
<b>GROSS (LOSS) /PROFIT</b>	<b>£(3,516)</b>	<b>£65,209</b>
<b>EXPENDITURE</b>		
RENT	£7500	£7500
LEVY IMPLEMENTATION COST	£19,287	£22,000
EVENT AND PROJECT OVERHEADS	£74,811	£75,514
	£101,114	£105,014
	<b>£(105,114)</b>	<b>£(39,805)</b>
<b>FINANCE COSTS</b>		
BANK CHARGES	£1,898	£1,898
<b>NET LOSS</b>	<b>£(107,012)</b>	<b>£(41,633)</b>



# 2022/23 FINANCIAL PROJECTION

ESTIMATED INCOME INCOME 2022/2023		
BALANCE BROUGHT FORWARD		£94,925
LEVY/MEMBERSHIP	£455,717	
VENI INCOME	£18,000	
<b>TOTAL INCOME</b>		<b>£473,717</b>
<b>TOTAL BUDGET AVAILABLE</b>		<b>£568,642</b>
ESTIMATED EXPENDITURE 2022/23		
EVENTS	£204,600	
MARKETING	£141,150	
SMALL PROJECTS	£23,915	
FMA	£73,364	
OVERHEADS	£109,500	
CONTINGENCY	£15,000	
<b>TOTAL EXPENDITURE</b>		<b>£567,529</b>
<b>SURPLUS DEFICIT</b>		<b>£1,113</b>



The Board have increased spend in marketing for 2022/23 while still investing significantly in events. We continued to operate our PR over the winter months to support our all year round offer. All our activities are designed to ensure we are growing the overall tourism economy and supporting business and jobs in the borough.

**MATT SMITH** Company Secretary

## DESTINATION MANAGEMENT PLAN

As the Destination Management Organisation for the borough of Great Yarmouth, we have developed the Visit Great Yarmouth Destination Management Plan.

It sets out our future plans.

[VGY-Dest-Plan-FINAL.pdf](#) (gyta.com)

## VENI PROJECT

We are a delivery partner within the Visitor Economy Network Initiative project, providing in-kind funding support.

VENI supports our enhanced working with local colleges and supported them to work closer with tourism businesses to create opportunities for young people to develop work-ready skills.

## MARKETING

In 2022 we achieved over 2.5 million pounds worth of media coverage through our national PR activity.

Our National PR, works across the UK and Issues National Press releases, host journalists for press visits and works with media organisations to run competitions.

Our Local PR focuses specifically on Norfolk and Suffolk, and tells a more localised story about the destination. They also work with local journalists on content and stories as well as send out our own local press releases.

We have developed a Short Break and Holiday Digital Guide, and operate Visit Great Yarmouth Social Media Channels on Facebook, Instagram and YouTube.

In 2023 we will be working with five blogger ambassadors, who will be selected to promote Great Yarmouth.

Our Digital Marketing Campaign began in the winter, we also have social media campaigns scheduled for spring and summer.

We will be commissioning new and fresh photography for 2023, undertaking specific event marketing. The Golden Ticket Competition will return in early summer. We also have a radio campaign planned.



## EVENTS 2023

This year sees the return of a number of events, and we are investing in the following events for 2023 to support our visitor economy.

**Gorleston Bandstand Concerts**  
May - September - Gorleston Seafront Bandstand

**ADP Riot**  
Summer 2023 -  
Pleasure Beach Gardens Great Yarmouth

**Comic Con Mini**  
30 May - Great Yarmouth Seafront

**NSRA Fun on the Beach**  
03 - 04 June - Great Yarmouth Seafront

**Gorleston Seafront Food Festival**  
10 June - Gorleston Seafront

**Caister Carnival Funday**  
24 - 25 June - Caister Playing Fields

**Wheels Festival**  
01 - 02 July - Great Yarmouth Seafront

**Hopton Party in the Park**  
15 July - Hopton Playing Fields

**BIG Tuesday Hemsby Fireworks**  
25 July, 01, 08, 15, 22, 29 August -  
Beach Road & Hemsby beach

**BIG Wednesday Great Yarmouth Fireworks**  
26 July, 02, 09, 16, 23, 30 August -  
Great Yarmouth Seafront & beach

**Gorleston Clifftop Gala Fireworks**  
30 July - Gorleston Clifftop

**Great Yarmouth Bowls Festival**  
27 August - 22 September -  
North Drive Bowling Greens

**East Coast Pirates Birthday Bash**  
03 September - Great Yarmouth Seafront

**Out There Festival**  
15 - 17 September -  
Various locations Great Yarmouth

**Great Yarmouth Arts Festival**  
22 - 30 September -  
Various locations Great Yarmouth

**Coastal Path Celebration**  
24 September - Great Yarmouth Seafront

**Gorleston Switch on**  
Nov - Gorleston High Street

## FACILITIES, MAINTENANCE & ACCESS PROJECTS

We are continuing to support the decorative lighting on the seafront, as well as Great Yarmouth CCTV. We have also invested into the GYBC different light programme.

During 2023 we have committed funding to support In bloom projects in Filby, Caister, Gorleston and Great Yarmouth seafront. We are providing a small amount of funding to localised projects which benefit our visitors.

We are also investing in new timer switches for Marine Parade seafront lighting so the failure rate of our lights is reduced.



## LOBBYING

We are in regular contact with a number of key organisations and we will continue to lobby on your behalf at a local, regional and national level on issues that will help us to grow and develop the visitor economy in the future.

## RESEARCH

Before the pandemic, the tourism economy was worth almost £650 million to the Great Yarmouth area, it supported almost 13,000 jobs, which accounted for over 37% of local employment.

Covid had a catastrophic impact and 2022 saw a return close to pre pandemic levels. We will continue to invest in our research.

We still face challenges around energy cost, cost of living, rising staff wages and rising suppliers costs.

In 2023 we will be investing in the following research.

- **Tourism Business Impact monitoring.**
- **Annual Volume & Value of Tourism reporting.**
- **A summer visitor survey.**
- **Monitored footfall through a street counter.**
- **Visitor Data Analysis through anonymous mobile phone tracking.**

This is to ensure that we have up to date information which guide our decisions and activities in order to support our overall visitor economy.



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