



Destination News - Issued 4th May 2023

Dear All

Have you seen our Newsletter?

To read our most recent newsletter about our activities this year please [click here](#)

Visitor Economy Event

East Coast College are inviting all tourism businesses to join them for a fantastic opportunity to come together in promoting our local Visitor Economy and the careers within. An afternoon tea will take place at the Hotel Victoria in Lowestoft on Monday 22nd May at 3pm, with tea to be served by students of the college. If you would like to attend, please contact - veniproject@eastcoast.ac.uk

Do you have an Event planned for 2023

If you have an event planned for this year that would be of interest to our visitors, please let us know.

Call backs and site visits

If you would like us to call you back or would like us to visit your business to discuss any issues or challenges you have, please respond to this email.

Our Work

To read our Destination Management Plan (DMP) [Click here](#) for our Summer Visitor Survey 2022 [click here](#) (the 2023 survey takes place in July/August) and for 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. Also if you have any new images of your business, we can you in Marketing please send it to us. For 2023 we are running 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.

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