



## Destination News – Issued 28<sup>th</sup> July 2023

### Summer Holiday Fireworks & Street Acts

'Big Tuesdays' in Hemsby and 'Big Wednesdays' in Great Yarmouth are back for the summer holidays with street acts at 5pm and 9pm and fireworks at 10pm for more information [click here](#)

### Planning an event?

If you are planning an event and would like it to appear on our visit Great Yarmouth website [click here](#). The submit your event listing button is also located on the 'Whats On' drop down menu and on the footer menu of the website [Visit Great Yarmouth](#)

### Improve the safeguarding of children in your Businesses.

Becoming a member of the Safer Programme in Norfolk will support your business to implement the safeguarding requirements set out in Working Together to Safeguard Children. Safer can help your organisation ensure that it has an effective and robust safeguarding policy to keep children and young people safer when they are visiting your business. You can find out more about the benefits of joining the Safer Programme [click here](#)

### Looking at marketing overseas

Sign up for free training from VisitEngland on how to take your business overseas. [click here](#) to find out more

### Travel Trade Opportunities

Visit East of England is working with Visit Great Yarmouth to continue to develop new travel trade itineraries. These itineraries will span both Norfolk and Suffolk to give OTA's (Online Travel Agencies) and trade partners an insight into the unique offer that the East of England has for both overseas and domestic visitors. If you want to be part of this exciting new drive, with support from Visit Britain and UK Inbound, to open the region to new overseas and domestic visitors. please contact Helen Cutting [traveltrade@visiteastofengland.com](mailto:traveltrade@visiteastofengland.com)

### Have your say on exciting plans to revitalise iconic Winter Gardens

Great Yarmouth Borough Council is asking for feedback on its exciting plans to revitalise the iconic Winter Gardens, for more information [click here](#)

### Borough-Wide Design Code

The Great Yarmouth Borough-Wide Design Code Supplementary Planning Document (SPD) is open for consultation until 15<sup>th</sup> September 2023 for more information [click here](#)

### **Reminder - Heritage Open Days 2023**

Every September Heritage Open Days celebrates our fantastic history and culture with free to explore experiences. This year it takes place from 8<sup>th</sup> to 17<sup>th</sup> September, if you have a suitable attraction or event and want to find out more about participating in the Heritage Open Days [click here](#)

### **Our Website - [Visit Great Yarmouth](#)**

If you have a listing with us on our website [www.visitgreatyarmouth.co.uk](http://www.visitgreatyarmouth.co.uk), please check it's up to date for 2023 and let us know if you have any problems or your details need updating

### **Our Work**

To read our Destination Management Plan (DMP) [Click here](#) , For our most recent Newsletter [click here](#) [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 [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](mailto: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 [Marketing Activity 2022](#) and here [Marketing Activity 2023](#) 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)

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[www.gyta.com](http://www.gyta.com) B2B Website

[www.visitgreatyarmouth.co.uk](http://www.visitgreatyarmouth.co.uk) Customer Website

[info@gyta.com](mailto: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