



## Destination News – Issued 14<sup>th</sup> August 2023

### Single-use plastics ban update

Single use plastics and being banned, to understand more about single use plastics legislation [click here](#)

### UPDATED BOOKING NOW OPEN - Sizewell C Supply Chain and Update Event

Join The Sizewell Supply Chain team and EDF hosted by Great Yarmouth Borough Council on Wednesday 20 September (10am – 2pm) in the Town Hall. Hear the latest on this expected 10 year infrastructure project and the huge range of supply chain opportunities (from accommodation to fabrication and much more), forecast to be worth around £4bn in the East. There will also be plenty of time to network and visit the 15 exhibitors supporting the event whilst enjoying a light complimentary lunch. [Booking is essential.](#)

### Summer Holiday Fireworks & Street Acts Continue

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

### We have been working with ITV

We hosted ITV Good Morning Britain and Lorraine Show last week, to read the EDP article [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](#)

### 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](#) 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). please click here to view our [Marketing Activity 2022](#) and here for [Marketing Activity 2023](#)

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