



## Destination News – Issued 15<sup>th</sup> September 2023

### **New Early Autumn Survey Open**

Our new tourism business survey is now open, please take 5 minutes to complete the survey [click here](#). Please note the survey closes 29<sup>th</sup> September.

### **Have you prepared your business for the new Fire Safety Regulations?**

The Home Office has recently published new guidance for accommodation businesses ([click here for more info](#)). In addition Visit Britain have developed a [Fire Risk Assessment Form](#) for all businesses which is fully compliant with the new regulations to make it easier for you to complete your fire risk assessment. You can also find guidance on how to choose a competent fire risk assessor by clicking [here](#)

### **Is your business Dog Friendly?**

Dog Friendly Norfolk is a [website](#) dedicated to promoting Dog Friendly places in Norfolk with free listings. If you feel your business is Dog Friendly and would like to have your business listed with them please contact Carl Warrent via email at [greatyarmouth@dogfriendlynorfolk.com](mailto:greatyarmouth@dogfriendlynorfolk.com)

### **The EXPERIENCE Project Resources Hub**

A range of free-to-access resources from the EXPERIENCE project are available as part of the legacy of the project and this includes [Best Practice Guides](#) and a [Resource hub](#)

### **Are you Planning an event?**

If you are planning an event and would like it to appear on our Visit Great Yarmouth website please [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 here at [Visit Great Yarmouth](#)

### **East of England Tourism Awards**

Your last chance to enter the East of England Tourism Awards, entries close 17<sup>th</sup> Sept 2023 for more info [click here](#)

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

If you have your business listed with us on our website [www.visitgreatyarmouth.co.uk](http://www.visitgreatyarmouth.co.uk) please check the details and images are up to date for 2023 and let us know if you have any problems or the information needs 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 is out late Sept) 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 or 2024, 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) - Visitor 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