



Destination News – Issued 29th September 2023

Last Chance - Our Early Autumn Survey

Our Autumn tourism business survey is now open, please take 5 minutes to complete the survey [click here](#). Please note the survey closes this weekend and really helps us to help you.

Planning an event this Autumn or in 2024?

If you are planning an event and would like it to appear on our Visit Great Yarmouth website (which receives around 650,000 visits per year) 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](#)

Our Visit Great Yarmouth Digital Guide 2024

Work has begun on our the Digital - Accommodation and Short Break Guide for 2024 and we will be in touch in the next few weeks with details.

Would you like to take part in the National Coastal Academy Business Survey?

To take part in the National Coastal Academy's business survey [click here](#) The survey will stay live until Sunday, 22nd October 2023

Visit England Research

Visit England has commissioned a tracking survey to understand domestic intent to take short breaks and holidays both within the UK and abroad, with particular focus around the current barriers and concerns around travel and how these will evolve over time. To view the results [click here](#)

Visit Great Yarmouth – What's On Guide 2024

We are pleased to advise that we will be creating the 2024 What's on Guide, this is a printed document circulated around Norfolk and Suffolk to encourage days trips and will also be available for download on the website www.visitgreatyarmouth.co.uk. We will be in touch later in the Autumn with advertising opportunities.

You chance to comment on the Design Code Supplementary Planning Document

Great Yarmouth Borough Council's consultation of the design code supplementary planning document which will add further guidance and detail in the application of existing design-based policies in the Council's adopted Local Plan has been extended until 13th October to find out more [click here](#)

Our Website - [Visit Great Yarmouth](#)

If your business is listed with us on our website www.visitgreatyarmouth.co.uk please check that the details and images are up to date for 2023 and moving forward for 2024. Please contact us 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 Autumn or 2024, that might be of national interest, please email 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

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Visit Great Yarmouth

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www.gyta.com - B2B Website

www.visitgreatyarmouth.co.uk - Visitor Website

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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