



Destination News – Issued 19th October 2023

October Half Term Fireworks - 25th October 9pm @ Central Beach

We are putting on a Firework Display on Great Yarmouth Seafront at 9pm on 25th October 2023 firing location east of Jetty car park on Great Yarmouth's Central Beach. [click here](#) for more information.

Charging Ahead: Making Great Yarmouth Green

Great Yarmouth Borough Council, in partnership with Let's Experience Electric with sponsorship from the Great Yarmouth Stadium, invites business representatives to a Business to Business (B2B) event taking place on Thursday November 23rd 2023, from 10am to 2:00pm at Yarmouth Stadium. The event provides an opportunity to learn about how local businesses can further their Net Zero ambition to decarbonise business practices. To book your free ticket [click here](#)

Looking to take on an Apprentice

Apprenticeships New Anglia actively supports apprenticeships within Norfolk and Suffolk, employing apprentices and placing them with local businesses for a flexible duration. The project provides a risk free experience for learner and business, providing a full support service from recruitment to support into end employment, including all HR, payroll & day to day support for the apprentice and the host business - for more information [click here](#)

Norfolk Walking, Wheeling and Cycling Strategy

Norfolk County Council draft Walking, Wheeling and Cycling Strategy aims to create a safe, connected and well-maintained walking, wheeling, and cycling network for all. The aim is for 50% of the journeys in towns and cities to be completed by walking, wheeling and cycling by 2030. A public consultation runs from 16th October – 24th November 2023. To find out more [click here](#)

East Coast College Jobs Fair - 24th October 2023

If you are looking to recruit and want to book some free space at East Coast College Jobs Fair taking place in Lowestoft on the 24th October 2023. please contact jobsupport@eastcoast.ac.uk

Planning an event this Autumn or Next Year?

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 days with details.

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 year with advertising opportunities.

Our Website - [Visit Great Yarmouth](http://www.visitgreatyarmouth.co.uk)

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 soon) 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

Asa Morrison / Karen Youngs

Visit Great Yarmouth

(Greater Yarmouth Tourism & Business Improvement Area)

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www.gyta.com - B2B 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