



Destination News – Issued 26th October 2023

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

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

Norfolk County Council Budget Consultation

Norfolk County Council has launched its annual budget consultation which sets out their spending plans for the 2024/25 year. It is open from 20th October until 1st December 2023. To have your say [click here](#)

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 www.visitgreatyarmouth.co.uk (which receives around 650,000 visits per year) please [click here](#) to submit your event.

Reminder - 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](#)

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](#)

Promoting You

If you have any stories/developments for Autumn or for 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