

Destination News - 22nd March 2024

Ready for Easter!

Our Destination Marketing Campaign is well underway with our 2024 digital campaign up and running as well as a number marketing activities being developed and delivered.

For our seasonal attractions many are opening for the season, with new rides, new shows and experiences. Let hope the weather is kind over the holidays.

We have two new projects to update you on please read below about our new discount offer scheme and a new training course to drive more trade to your businesses.

If you want to check out the event programme [click here](#)



New Discount Scheme

We are launching a brand new discount scheme, where we will email out to our visitor database a range of **discount offers** each month.

Any BID levy payer or Voluntary member may put forward a discount, but the discount you offer will only run for one calendar month. If you would like to run another offer in future months you will need to put forward an alternative offer.

If you would like to put an offer or a discount forward for April please let us know no later than **26th March**.

At present we will only be taking bookings for April but if the scheme works, we will continue to look to continue it.

Your discount can be anything reasonable. All we need is your discount or offer and a suitable image.

You will have to either accept a code (which can be provided) or accept customers showing you the discount on their phone.

No charge will be made for this service.

To get involved please email info@gyta.com no later than 26th March.



Free Training - Ways to Improve your Email Marketing

Free Training - Following feedback from members we are offering a free course to help businesses who would like to use the email system (or addresses) they have in a more dynamic way to generate more business.

We are working with Robbie Maltby from Northbound Digital (info on Robbie below) who will present tips and tricks to improve your overall email marketing.

So if your address book has lots of emails and you are not using them as well as you could then join us at 11am on 9th May for our first Tourism Business Academy webinar.

Please note the course is aimed at owners, managers or team members who look after your marketing and promotions.

If the course is popular we will put on additional courses covering different elements of tourism business marketing.

If you are interested in finding out more or would like to attend please contact karen@gyta.com



FULL STACK MARKETER

15+ years experience as a Full Stack Marketer and Fractional CMO, empowering travel businesses to sharpen messaging, boost conversions, and scale efficiently.

Some of Robbie's clients:



NuMundo



VISIT EAST OF ENGLAND



Early Spring Survey - Reminder

Our new tourism business early Spring survey is open, please take 5 minutes to complete our survey by [clicking here](#).

The survey provides essential information for us, that we can use to support you.

Please note the survey closes **26th March 2024**



East Anglia Tourism Survey

The East Anglian Tourism Survey undertaken by Larken and Gowen is open until the end of the month.

If you would like to participate in the survey this year, please click on this link [East Anglia Tourism Survey 2024](#)

Want get in contact with us?

If you want to find out more or have any questions, please contact us either via email info@gyta.com or by calling us on 01493 857961

Our Work

To read our Destination Management Plan (DMP) [click here](#)

Most recent Newsletter [click here](#)

Summer Visitor Survey 2023 [click here](#)

What's on Guide [click here](#)

To view Our Digital Holiday Guide please [click here](#)

Please click here to view our **Marketing Activity 2023** and some of our early work this year **Marketing Activity 2024**

Our Website - Visit Great Yarmouth

If your business is listed with us on our visitor website www.visitgreatyarmouth.co.uk please check that the details and images are up to date for 2024. Please contact us if you have any problems or the information needs updating or if you would like to have a listing on the website.

Promoting You

If you have any stories/developments for 2024 that might be of national interest, please email info@gyta.com

Also please share our marketing videos on your social media and websites. Long

version - **VG Y - Long Video**

The Social Shorts - (10 Secs)

PLAY - VGY OUTDOOR - VGY HOLIDAY - VGY HAPPY - VGY BEACH - VGY

AMAZING - VGY

Visit Great Yarmouth/GYTABIA

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 and is also a Business Improvement District (BID). Visit Great Yarmouth is a trading name of GYTABIA and we are the official Destination Management Organisation (DMO) for the Greater Yarmouth area.

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



www.visitgreatyarmouth.co.uk
www.gyta.com
info@gyta.com
www.facebook.com/VisitGreatYarmouth
Our Marketing Highlights from 2023

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