



VISIT  
**GREAT  
YARMOUTH**

# SUMMER NEWSLETTER 2025

**As a destination, one of our biggest strengths is the way all our businesses, attractions, and volunteers go above and beyond to shape and deliver the best experience for our visitors all year round.**

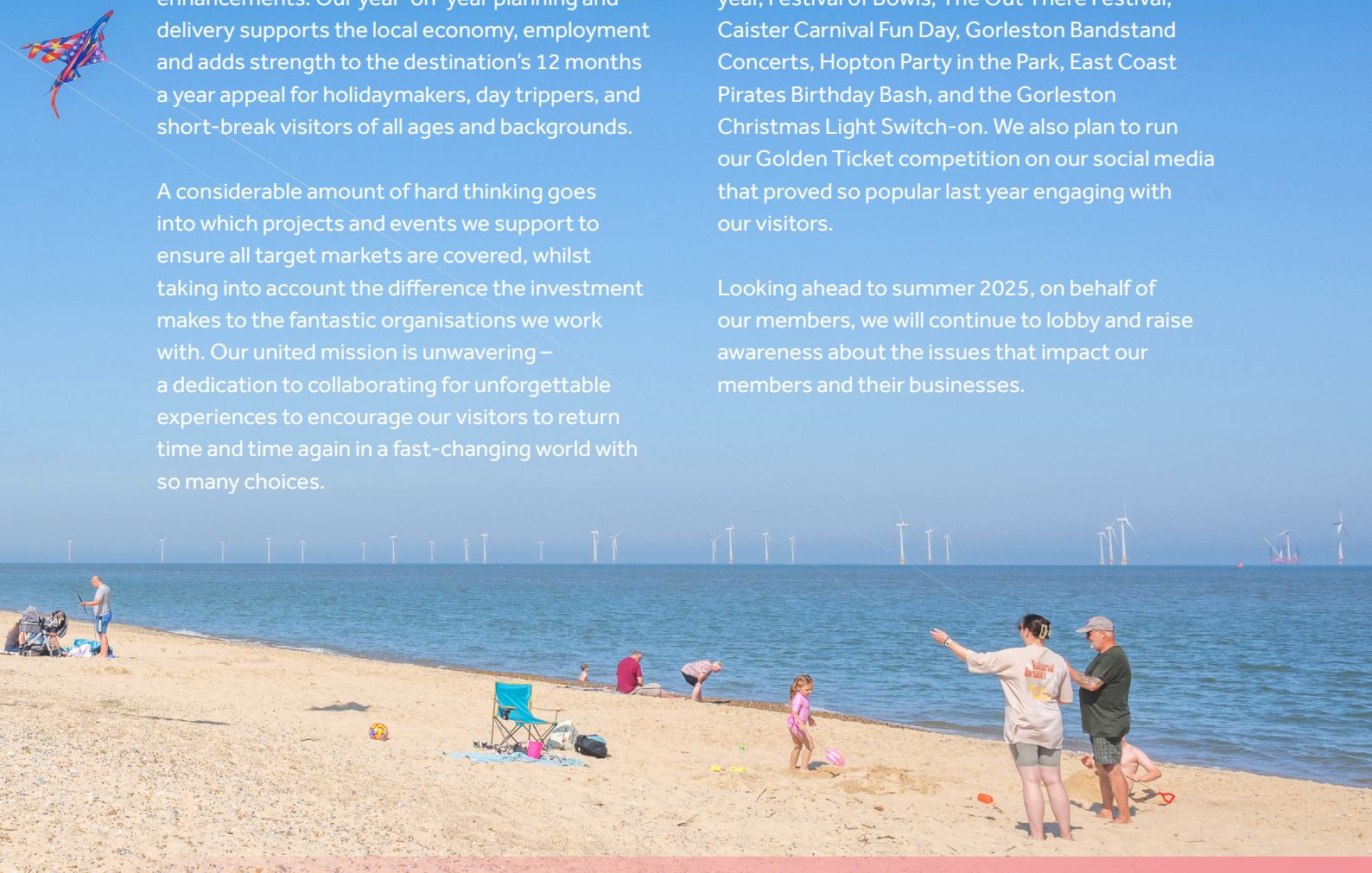
We are extremely proud to commit to another rich programme of investment for 2025, including delivering four major Seafront events and supporting a further nine event projects, marketing activities to build our visitor volume and footfall, and support new projects and enhancements. Our year-on-year planning and delivery supports the local economy, employment and adds strength to the destination's 12 months a year appeal for holidaymakers, day trippers, and short-break visitors of all ages and backgrounds.

A considerable amount of hard thinking goes into which projects and events we support to ensure all target markets are covered, whilst taking into account the difference the investment makes to the fantastic organisations we work with. Our united mission is unwavering – a dedication to collaborating for unforgettable experiences to encourage our visitors to return time and time again in a fast-changing world with so many choices.

BIG Wednesdays on Great Yarmouth seafront, which sees weekly fireworks displays and entertainment throughout the summer holidays on Wednesday nights, together with Hemsby's BIG Tuesdays, which also feature entertainment and street acts on Beach Road complementing the fireworks on the beach Tuesday nights throughout the summer.

Other events and attractions to have also attracted funding include The Wheels Festival, which saw significant growth in attendance last year, Festival of Bowls, The Out There Festival, Caister Carnival Fun Day, Gorleston Bandstand Concerts, Hopton Party in the Park, East Coast Pirates Birthday Bash, and the Gorleston Christmas Light Switch-on. We also plan to run our Golden Ticket competition on our social media that proved so popular last year engaging with our visitors.

Looking ahead to summer 2025, on behalf of our members, we will continue to lobby and raise awareness about the issues that impact our members and their businesses.







**Nathan Race** Chairman  
Visit Great Yarmouth/GYTABIA

Every business owner is aware of the challenging trading climate. We share and understand each other's experiences.

Businesses are working hard and giving their utmost to ensure our destination offers the very best year after year. The cost-of-living crisis continues to make its impact, but the spirit to overcome remains high. The innovation, resourcefulness, and determination I witness daily from our members is truly remarkable. Where businesses might lack the resources to reinvest in 2025, they compensate with spirit and verve to make this year a great one for our destination.

We were thrilled to welcome members to our face-to-face Open Forums, where we highlighted our activities in 2024 and provided an overview of our plans for 2025. We plan to hold more open forums so levy payers can share ideas and experiences in a friendly and open environment. Much effort and investment are directed toward attracting a broad range of visitors, from day trippers to holidaymakers and short breakers.

We believe our strategy to offer an enticing year-round program, showcasing all our destination's attractions for various tastes and ages, will help us through times when competition for visitors is fierce.



**Asa Morrison** Chief Executive  
Visit Great Yarmouth/GYTABIA

While 2025 may present challenges, we can certainly be optimistic and positive, encouraging data and feedback from our visitors to continually enhance our offerings. We recognise that these are challenging times, and we understand the importance of collaboration and unity in enhancing our destination. We become stronger as a destination through coordinated planning and teamwork.

Tourism generates nearly £650 million into the economy and sustains 13,000 tourism-related jobs. If all goes well, we anticipate welcoming up to 7.5 million visitors in 2025, with early data appearing promising. Last year's visitor survey results were particularly gratifying, delivering the clear message: "We love Great Yarmouth." The majority of the 450 respondents indicated they would recommend our destination to family and friends.

A deeper analysis of the figures revealed that many visitors were returning to the Great Yarmouth area, with a significant number returning within a year. They cite the atmosphere and hospitality as key reasons for their return, which is a testament to the substantial effort, investment, and dedication of our businesses and their commitment to continuous improvement. We leverage this and other collected data throughout the year to refine our vision and plans annually.

## Wheels Festival & Fireworks 2024

Wheels Festival	2024
Visit Great Yarmouth Investment	£48,870
Event Income/Sales	£12,277
	£61,147
<b>Expenditure</b>	
Attraction Costs	£16,869
Security/CSAS/Stewards	£6,142
Medical - Planning and Costs	£6,635
Overall Event Management	£10,966
Site Crew - Build/Break/Operations	£3,580
Event/ Safety Planning/ Preparation and debrief	£4,960
Event Infrastructure and Equipment	£11,995
<b>Total Expenditure</b>	<b>£61,147</b>
<b>Net Economic Impact of Wheels</b>	<b>£3,313,000</b>
<b>FTE Jobs Supported</b>	<b>45</b>
<b>Return on Investment (ROI)</b>	<b>1 - 22</b>

## Wheels Festival Economic Impact £2.6m

The Wheels Festival had a significant economic and employment impact in 2023, with a net impact of £2,661,000, with our investment of £65,000, and a return on investment of £1 - £41, resulting in the creation of 38 full-time equivalent jobs. Projections for 2024 indicate a 20% increase in impact, estimating a net impact of £3,193,200 and a return on investment of £1 - £49, which highlights how important our investment in the event is.

BIG Tuesday and BIG Wednesdays - 13 Events	2024
Visit Great Yarmouth Investment	£148,435
<b>Expenditure</b>	
Firework Overall Costs - Planning, Design, Product	£57,500
Entertainment - Planning, Product and Costs	£37,461
Security/CSAS/Stewards Planning and Costs	£13,909
Medical - Planning and Costs	£5,840
Event Management - Operations and Management	£18,178
Site Crew - Build/Break/Operations	£5,000
Event/ Safety Planning/ Preparation and debrief	£5,000
Event Infrastructure & Equipment	£5,547
<b>Total Expenditure</b>	<b>£148,435</b>
<b>Net Economic Impact of BIG Tue &amp; Weds</b>	<b>£2,661,000</b>
<b>FTE Jobs Supported</b>	<b>38</b>
<b>Return on Investment (ROI)</b>	<b>1 - 41</b>

## BIG Tuesday & BIG Wednesday Economic Impact £3.3m

Our "BIG Tuesdays and Wednesdays" events had a significant impact, with 13 events resulting in a net impact of £3,313,000. These events created 45 full-time equivalent (FTE) jobs with our investment of £150,000, this achieved a return on investment of £1 - £22.

Research undertaken by Destination Research UK in 2023/24.

## Trading and Profit and Loss Account for the Year Ended 30 September 2024

	2024	2023
<b>Turnover</b>		
Subscriptions and other income	£41,847	£24,699
Levy income	£472,872	£511,138
	<b>£514,719</b>	<b>£535,837</b>
<b>Cost of sales</b>		
Marketing expenses	£158,164	£134,397
Event expenses	£164,613	£203,351
FMA expenses	£55,736	£72,159
Small project expenses	£6,227	£63,003
	<b>£384,740</b>	<b>£472,910</b>
<b>Gross profit</b>	<b>£129,979</b>	<b>£62,927</b>
<b>Expenditure</b>		
Rent	£7,500	£7,500
Levy implementation cost	£13,084	£22,824
Event and project overheads	£86,471	£73,045
	<b>£107,055</b>	<b>£103,369</b>
	<b>£22,924</b>	<b>£(40,442)</b>
<b>Finance costs</b>		
Bank charges	£1,931	£1,711
<b>Net profit/(loss)</b>	<b>£20,993</b>	<b>£(42,153)</b>



**Matt Smith** Company Secretary  
Visit Great Yarmouth/GYTABIA

We are investing in projects that impact the wider aspects of tourism, and are delivering these in professional and safe way.

Costs are increasing, however we are focused on delivering the best return on investment we can.

We will be using a variety of measurements to evaluate our investments.

## BID Budget Forecast 2024-2029

The proposed budget for the new term is set out below:

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTALS
<b>Income</b>						
Bid levy	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000
<b>Total income</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£2,900,000</b>
<b>Expenditure</b>						
Marketing & events	£400,000	£400,000	£400,000	£400,000	£400,000	£2,000,000
Destination management & development	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Supporting our members	£18,000	£18,000	£18,000	£18,000	£18,000	£90,000
<b>Sub total</b>	<b>£463,000</b>	<b>£463,000</b>	<b>£463,000</b>	<b>£463,000</b>	<b>£463,000</b>	<b>£2,315,000</b>
<b>Overheads</b>						
Staff costs	£80,000	£80,000	£80,000	£80,000	£80,000	£400,000
Administration costs (Office, insurance, Professional, collection)	£37,000	£37,000	£37,000	£37,000	£37,000	£185,000
<b>Sub total</b>	<b>£117,000</b>	<b>£117,000</b>	<b>£117,000</b>	<b>£117,000</b>	<b>£117,000</b>	<b>£585,000</b>
<b>Grand total</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£580,000</b>	<b>£2,900,000</b>

**Additional Income** BIDs across the UK generate additional income through their lifetime. As before GYTABIA will secure additional income to add greater value to your investment.





## Marketing

In 2024, we delivered the following in marketing. We are looking to develop this further during 2025:

- Generated media coverage on average worth just under £2m pa.
- Developed a website, which has attracted around 650,000 unique visitors per year [www.visitgreatyarmouth.co.uk](http://www.visitgreatyarmouth.co.uk).
- Developed social media channels 16,000+ followers and growing by 200-300 a month.
- Hosted an average of 12 journalists, arranged 100 professional bloggers/influencer visits last year & issued twenty-plus press releases a year.
- Sent our marketing emails to 45,000.
- Delivered destination marketing activities using print, digital and radio channels.
- Delivered/supported event marketing activities.
- Supported East of England campaigns.
- Produced a Short Break and Holiday Digital Guide.
- Produced a printed What's On Guide for 2024 and circulated 100,000 copies.
- Invested in and used destination, photography, videography and drone footage to promote the destination.

## Events 2025

This year sees the return of a number of events, and we are investing in the following events for 2025 to support our visitor economy.

Hemsby Fireworks	Tuesdays 22nd July - 26th Aug
Great Yarmouth Fireworks	Wednesdays 23rd July - 27th Aug
Oct Half Term Fireworks	29th Oct
Wheels Festival	21st & 22nd June
Caister Carnival Fun Day	28th & 29th June
Hopton Party in the Park	Sat 12th July
Gorleston Bandstand Concerts	Sundays May to Sept
East Coast Pirates Birthday Bash	7th Sept
Out There Festival	28th - 31st May
Festival of Bowls	24th Aug - 20th Sept
Strandbeest	20th - 22nd Sept
Rhythm Riot	13th Oct
Gorleston Christmas Switch On	16th or 23rd Nov

## Volume and Value of Tourism in Great Yarmouth




**£640,799,100**  
**TOURISM VALUE**



**7.4m**  
**TOTAL TRIPS**



**29.2%**  
**OF ALL**  
**EMPLOYMENT**  
**IN TOURISM**



**£467,364,100**  
**VISITOR SPEND**

Research undertaken by Destination Research UK in 2024

Our pledge is to continue developing and investing in those initiatives that have been able to demonstrate value to our BID members and supports our objectives.

**1**

To increase the number of people visiting and staying in Greater Yarmouth.

**2**

To improve the visitor experience and increase repeat visits.

**3**

To encourage people to stay longer and visit more attractions.

**4**

To provide incentives and opportunities to spend more in local businesses.

## Facilities, Maintenance & Access Projects

We Invest in a number of activities that support the development of our destination's offer, we plan to develop these activities further in 2025:

- Decorative lighting for Great Yarmouth
- CCTV operations/radio & camera installation – Gapton Hall Industrial Estate
- Support for In Bloom
- Work to support skills and skill development.

## Research

Research, Monitoring and Evaluation. As an organisation, we place great importance on measuring the impact our work is having. In 2024 we carried out the following which we are planning to continue in 2025:

- Annual Volume & Value of Tourism Reporting
- A face to face Summer Visitor Survey
- Footfall Monitoring and Visitor source tracking
- Quarterly Tourism Business Impact Monitoring.

## Lobbying

We are in regular contact with a number of key organisations and we will continue to lobby on your behalf at a local, regional and national level on issues that will help us to grow and develop the visitor economy in the future.

## GET IN TOUCH



**ASA MORRISON**  
Chief Executive  
[asa@gyta.com](mailto:asa@gyta.com)



**KAREN YOUNGS**  
Business and  
Administration Manager  
[karen@gyta.com](mailto:karen@gyta.com)

Call: **01493 857961**  
Email: [info@gyta.com](mailto:info@gyta.com)  
[www.gyta.com](http://www.gyta.com) - Corporate Site  
[www.visitgreatyarmouth.co.uk](http://www.visitgreatyarmouth.co.uk) - Visitor Site

