

AUTUMN NEWSLETTER 2025

One of our greatest strengths remains the commitment of our businesses, attractions, and volunteers, who consistently go above and beyond to provide outstanding experiences for our visitors throughout the year.

We are planning ongoing investment for 2026, with all our successful initiatives and projects set to continue. This includes delivering Wheels, BIG Wednesdays, BIG Tuesdays, and October Fireworks, as well as supporting additional event projects.

Our marketing activities, aimed at increasing visitor numbers and boosting footfall, are being developed over the autumn.

Marketing plays a vital role in supporting the local economy and employment, strengthening our year-round appeal for holidaymakers, day trippers, and short-break visitors from all backgrounds.

Every activity we undertake and every project we support is carefully chosen to ensure we reach our target markets and maximise the impact of our investment.

We want to create unforgettable experiences, encouraging visitors to return year after year.

We remain committed, on behalf of our members, to lobbying and raising awareness of the issues that affect our members and their businesses.





Nathan Race
Chair
Visit Great Yarmouth
/GYTABIA



Asa Morrison
Chief Executive
Visit Great Yarmouth
/GYTABIA

As we look ahead to 2026, every business owner remains acutely aware of the challenging trading environment.

We continue to support one another, drawing strength from shared experiences. Our businesses work tirelessly to ensure Great Yarmouth delivers outstanding experiences year after year. Although the cost-of-living crisis presents hurdles, the determination to succeed is unwavering. I am continually inspired by the innovation, adaptability, and resilience of our members. While some businesses may have limited capacity to reinvest in 2026, they make up for it with enthusiasm and ingenuity to help our destination thrive.

From talking to businesses, it feels revenues remain strong, flat, or marginally growing for levy payers. However, all face rising costs and labour, creating a tougher trading climate for almost every operator in the UK.

We were delighted to welcome members to recent Open Forums, where we reviewed 2025 plans and celebrated 2024 successes. Building on this, we will host further Forums, giving levy payers more opportunities to exchange ideas in a supportive, collaborative setting. Substantial effort and investment remain focused on attracting a diverse mix of visitors, from day trippers to holidaymakers and short-break guests.

We are confident our strategy of delivering a compelling year-round programme, showcasing the full range of our destination's attractions for all ages and interests, will help us stand out even as competition for visitors intensifies in 2026.

Looking forward, 2026 will present its own unique challenges.

We remain positive and proactive, drawing on robust data and constructive visitor feedback to continually enhance what we offer. We acknowledge that these are still demanding times; although visitor numbers have been steady, there are concerns regarding average spend per visitor. We understand the importance of working together. Through collaboration and unified planning, our destination continues to flourish. Tourism generates nearly £700 million each year for the local economy and sustains more than 14,000 jobs in the sector. Our ambition is to push visitor numbers beyond 7.5 million.

Last year's visitor survey yielded outstanding results, with participants expressing a genuine fondness for Great Yarmouth. The majority of the 450 respondents stated they would recommend our destination to their friends and family. Further analysis revealed a significant number of repeat visits, with many guests returning within a twelve-month period.

Visitors frequently highlight the friendly atmosphere and excellent hospitality as key reasons for returning, which is a testament to the dedication, investment, and high standards maintained by our local businesses.

Throughout the year, we will continue to make the most of these insights and other valuable data to refine our future plans, ensuring that Great Yarmouth remains a premier destination for all.

Trading and Profit and Loss Account for the year ended 30 September 2024

	2024	2023
Turnover		
Subscriptions and other income	£41,847	£24,699
Levy income	£472,872	£511,138
	£514,719	£535,837
Cost of sales		
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
	£384,740	£472,910
Gross profit	£129,979	£62,927
Expenditure		
Rent	£7,500	£7,500
Levy implementation cost	£13,084	£22,824
Event and project overheads	£86,471	£73,045
	£107,055	£103,369
	£22,924	£(40,442)
Finance costs		
Bank charges	£1,931	£1,711
Net profit/(loss)	£20,993	£(42,153)



Matt Smith
Company Secretary
Visit Great Yarmouth
/GYTABIA

As we look ahead to 2026, our focus remains on investing in projects that enhance the wider aspects of tourism and deliver on our four core objectives. We are committed to delivering these initiatives with professionalism and a strong emphasis on safety. While we continue to navigate rising costs, our priority is to ensure the best possible return on investment. To support this, we will be applying a set of evaluation metrics to measure the effectiveness and impact of 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
Income						
BID levy	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000
Total income	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000
Expenditure						
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
Sub total	£463,000	£463,000	£463,000	£463,000	£463,000	£2,315,000
Overheads						
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
Sub total	£117,000	£117,000	£117,000	£117,000	£117,000	£585,000
Grand total	£580,000	£580,000	£580,000	£580,000	£580,000	£2,900,000

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.

- The BID Levy rate to be paid by each property or hereditament is to be calculated as 2.5% of its rateable value as at the 'chargeable day' (1 October each year)
- If the 2026 list creates a change in the valuation, the BID levy will still be calculated using the 2023 rating list figure.
- Liability rests on the person billed being a non domestic rate payer of a property in the BID area.



Marketing

So far in 2025, we built upon our previous marketing successes, further elevating Great Yarmouth's profile as a top visitor destination.

- Delivered destination marketing campaigns across a range of platforms to maximise reach and engagement.
- National PR Secured media coverage valued at almost £2.3 million across print, radio, television, and online outlets
- Our website, www.visitgreatyarmouth.co.uk, welcomed over half a million unique visitors over the year.
- Social media channels grew steadily, almost reaching 20,000 followers, with consistent monthly growth of 200–300 new followers.
- So far hosted 8 national journalists with more in the pipeline and coordinated over 100 visits from professional bloggers and influencers, resulting in widespread positive exposure.
- Issued over 30 national and local press releases to keep the public and media informed of key developments and events.
- Marketing emails reached thousands of recipients, delivering regular updates and offers to potential visitors.
- Actively promoted and supported the marketing of local events, contributing to their success and visibility.
- Maintain and developed the local event list.
- Supported in broader East of England tourism campaigns to further raise the destination's profile regionally.
- Produced both a digital Short Break and Holiday Guide and a printed What's On Guide, distributing 100,000 copies to prospective visitors.
- Invested in professional photography, videography, and drone footage to capture and showcase the area's unique appeal.



Looking ahead to 2026, we will continue to strengthen these marketing initiatives. Our plans include expanding our digital presence by increasing traffic and growing our social media following. We will focus on developing even stronger relationships with journalists and influencers to secure greater media coverage and positive publicity.

Refreshed guides and updated promotional materials, both digitally and in print, will be produced to inspire potential visitors. Continued investment in creative content—including new photography, video, and drone footage—will showcase our destination.

We also intend to explore and utilise emerging marketing channels to ensure we remain at the forefront of visitors' minds. Evaluation metrics will be used to review our marketing delivers value for money and supports our ambition to grow the visitor economy.

Events 2025

In 2025 we invested in some key events:

- Wheels Festival 21st & 22nd June
- BIG Tuesdays Hemsby - Fireworks 22nd July - 26th Aug
- BIG Wednesdays Great Yarmouth Fireworks Wednesdays 23rd July - 27th Aug With Oct Half Term Fireworks 29th Oct in the planning stage.

BIG Tuesdays and BIG Wednesdays are set to return in 2026, and the Great Yarmouth Wheels Festival will return on the 20th and 21st June 2026.

We also supported:

- Caister Carnival Fun
- Hopton Party in the Park
- Gorleston Bandstand Concerts (May to Sept)
- East Coast Pirates Birthday Bash
- Out There Festival
- Festival of Bowls
- Rhythm Riot Ride Out
- Gorleston Christmas Switch On -30th Nov

Facilities, Maintenance & Access Projects

We Invest in a number of activities that support the development of the destinations offer. During 2025, we invested in

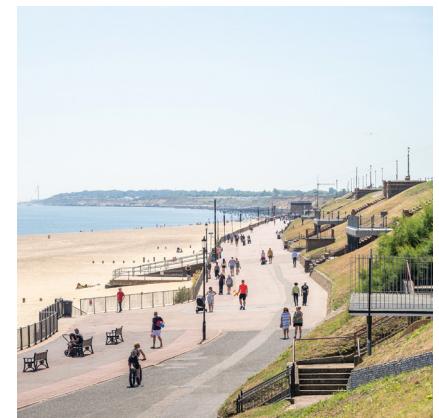
- Decorative lighting
- CCTV operations/radio network
- Support for In Bloom
- Summer Tourist Information Point Trial
- Work to support skills and skill development.



Research

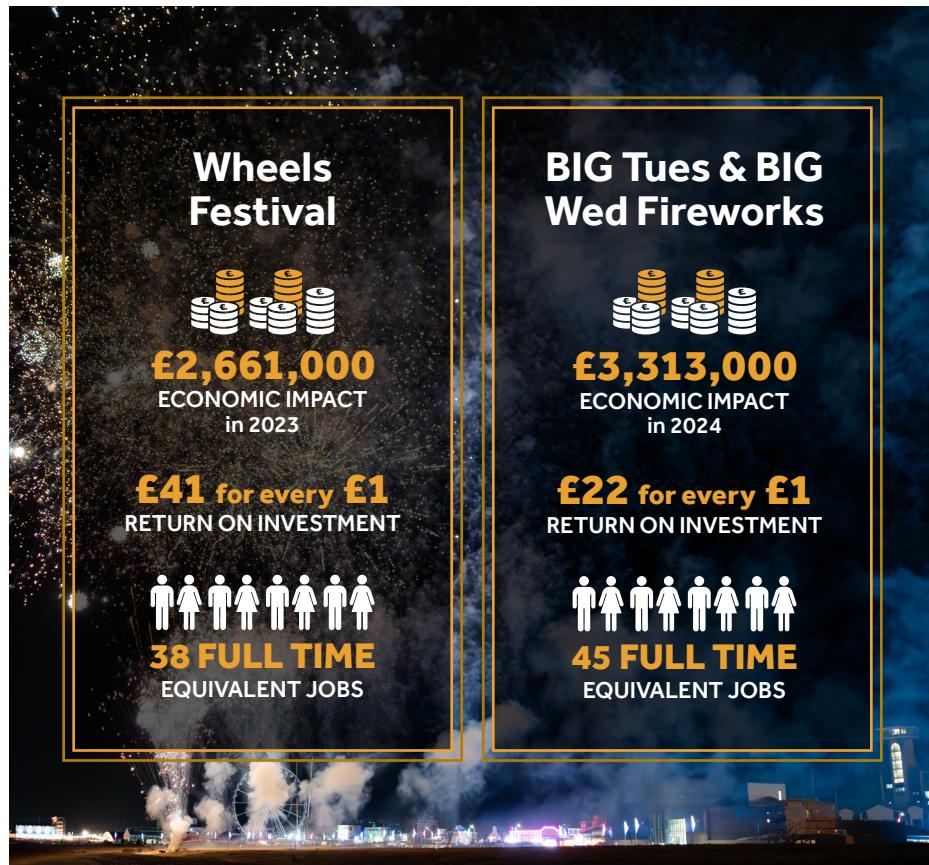
As an organisation, we place great importance on measuring the impact our work is having through Research, Monitoring and Evaluation. In 2025 we carried out the following which we are planning to continue in 2026:

- Annual Volume & Value of Tourism
- 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.



Volume and Value of Tourism in Great Yarmouth 2024


£698.3m
TOURISM VALUE


£514.6m
VISITOR SPEND


7,454,000
TOTAL TRIPS


40%
OF ALL
EMPLOYMENT
IN TOURISM

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.



Get in touch

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