

SUMMER NEWSLETTER 2026

As a destination, one of our greatest strengths is the the commitment of our businesses, who consistently go above and beyond to provide excellent experiences for visitors throughout the year. We all want to create unforgettable moments that inspire our visitors to return year after year.

We are continuing to invest in our successful initiatives, and 2026 saw the return of the Wheels Festival and during the holidays sees the return of BIG Wednesdays and BIG Tuesday's summer fireworks as well as October fireworks, along with support for additional event projects during the year.

Our marketing activities - designed to raise awareness, increase visitor numbers and boost overall footfall are being delivered. Marketing continues to play a vital role in strengthening the local economy and supporting employment, helping us appeal to a diverse range of visitor's year-round.

On behalf of our members, we remain committed to lobbying and raising awareness of the issues that matter most to their businesses.





Nathan Race
Chair
Visit Great Yarmouth
/GYTABIA

As we reach the height of the summer season, it is a pleasure to welcome you to our Summer Newsletter and share some of the exciting activity taking place across Great Yarmouth and the surrounding area.

The year has already got off to a fantastic start, with the return of the Wheels Festival in June proving once again why it has become one of the destination's flagship events. The festival attracted thousands of visitors, generated significant footfall for local businesses and showcased the vibrant atmosphere that makes Great Yarmouth such a popular place to visit.

The summer months are always a crucial period for our visitor economy, and we are looking forward to another busy season. One of the highlights will undoubtedly be the return of our much-loved BIG Tuesdays and BIG Wednesdays Fireworks displays, which bring families, residents and visitors together throughout the summer and create memorable evenings in both Hemsby and Great Yarmouth.

Of course, we are also hoping for a continued spell of warm, sunny weather to help our tourism businesses make the most of the season ahead. Whether visitors come for our beaches, attractions, events, heritage or hospitality, Great Yarmouth offers an outstanding experience with something for everyone to enjoy.

On behalf of the Board, I would like to thank everyone for their continued support and commitment. Together, we continue to invest in and promote a destination that remains one of the UK's favourite seaside resorts.



Asa Morrison
Chief Executive
Visit Great Yarmouth
/GYTABIA

As we move through another busy summer season, it is encouraging to see the continued resilience and determination of businesses across Great Yarmouth's visitor economy.

While economic pressures remain a challenge for many households and businesses, the importance of holidays, short breaks and days out has never been greater. Time spent with family and friends, creating memories and enjoying new experiences, remains something people continue to value highly.

Great Yarmouth is well placed to meet that demand. Our unique combination of beaches, attractions, heritage, events and hospitality continues to attract visitors from across the UK, providing excellent value and experiences that keep people returning year after year.

Alongside delivering our programme of marketing activity, events and destination projects in 2026, we are already looking ahead. Planning for 2027 is underway, with discussions taking place around future marketing campaigns, event development, destination improvements and new opportunities to strengthen our visitor offer. It is essential that we continue to invest, innovate and adapt to ensure Great Yarmouth remains competitive in an increasingly challenging marketplace.

Collaboration remains at the heart of everything we do. The success of our destination is only possible through the support of our levy payers, members, partners and stakeholders, who work tirelessly to provide outstanding experiences for visitors.

Lets hope for a warm summer holiday season, bringing blue skies, happy visitors, and continued success for businesses across the destination.

Trading and Profit and Loss Account for the year ended 30 September 2025



	2025	2024
Turnover		
Subscriptions & other income	£32,563	£41,847
Levy income	£563,356	£472,872
	£595,919	£514,719
Cost of sales		
Marketing expenses	£141,987	£158,164
Event expenses	£257,195	£164,613
FMA expenses	£57,508	£55,736
Small project expenses	£23,894	£6,227
	£480,584	£384,740
Gross profit	£115,335	£129,979
Expenditure		
Rent	-	£7,500
Levy implementation cost	£9,917	£13,084
Event and project overheads	£118,997	£86,471
	£128,914	£107,055
	(£13,579)	£22,924
Finance costs		
Bank charges	£103	£1,931
Net profit/(loss)	(£13,682)	£20,993



Matt Smith
Company Secretary
Visit Great Yarmouth
/GYTABIA

Our focus remains on directing investment toward projects that strengthen the wider tourism offer and support delivery against our four core objectives. These programmes continue to form a central part of our annual budget commitments.

We remain committed to delivering all initiatives with professionalism and a strong emphasis on safety, while actively managing the rising costs associated with these activities. Cost pressures continue to influence operational planning, and we are prioritising resource allocation to ensure that all funded projects remain efficient and financially sustainable.

Maximising return on investment remains a key priority. To support this, we will continue to invest in research, monitoring, and evaluation frameworks that measure the effectiveness and impact of our expenditure. These insights will guide future budgeting decisions, ensuring that all activities deliver measurable value for the destination.

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

- 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

During 2026, we intend to build on our previous marketing activity, to continue to develop Great Yarmouth as a top visitor destination.

- We are delivering destination marketing across a range of platforms to maximise reach and engagement.
- So far National PR has secured media coverage valued more than £1,000,000 across print, radio, television, and online outlets which we would expect to more than double over the rest of the year.
- Our website, www.visitgreatyarmouth.co.uk, welcomed over half a million unique visitors over the year, social media channels grew steadily, with over 20,000 followers, with consistent monthly growth of 200–300 new followers.
- So far hosted half a dozen national journalists with more in the pipeline and are planning over 100 coordinated visits from professional bloggers and influencers, resulting in widespread positive exposure.
- Issued over a dozen national and local press releases to keep the public and media informed of key developments and events and would expect to more than double this number by the end of the year

- 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.
- Maintained and developed a local event list.
- In June we launched a targeted 6 week summer campaign with a Radio Advert and Destination video aimed at encouraging new visitors.
- 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.

During the rest of the year, 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 2026

We have delivered or are scheduled to deliver, the following events in 2026:

Wheels Festival 20th & 21st June

Big Tuesdays Hemsby Fireworks
Tuesdays 21st July - 25th Aug

Big Wednesdays Great Yarmouth Fireworks
Wednesdays 22nd July - 26th Aug

Big Wednesdays Oct Half Term Fireworks
28th Oct

So far we have committed to investing in the following events for 2026 to support our visitor economy.

Gorleston Bandstand Concerts Sundays
May to Sept

Motor Madness - May

Out There Festival - May

Gorleston Cliff Top Gala – Aug

Festival of Bowls Aug / Sept

Rhythm Riot - Oct

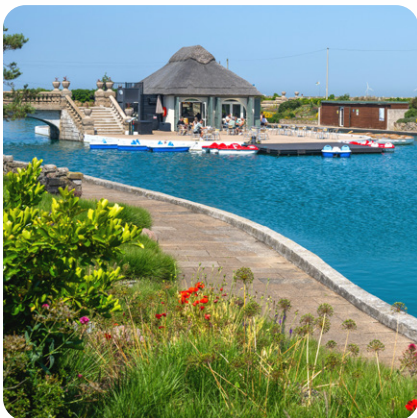




Facilities, Maintenance & Access Projects

We Invest in a number of activities that support the development of the destinations offer. In 2026, we are investing in:

- Decorative lighting including taking on repair and maintenance of seafront lighting in Hemsby, Great Yarmouth and Gorleston
 - CCTV operations/radio network
 - Support for In Bloom in Caister and Filby
 - Event Information Kiosk.
-



Research

We place great importance on measuring the impact our work is having through Research, Monitoring and Evaluation.

In 2026 we are scheduled to carry out the following:

- Annual Volume & Value of Tourism
 - Face to face Summer Visitor Survey
 - Footfall Monitoring and Visitor source tracking
 - Quarterly Tourism Business Impact Monitoring.
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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 tourism economy in the future.

Volume and Value of Tourism in Great Yarmouth


£698.3m
TOURISM VALUE


7,454,000
TOTAL TRIPS


£514.6m
VISITOR SPEND


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.

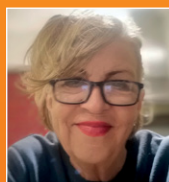
Get in touch

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