

GREATER YARMOUTH TOURIST AUTHORITY

APPLICATION FOR MEMBERSHIP 2004-2005

The Company

The Greater Yarmouth Tourist Authority is a company limited by guarantee.
The Board of Directors is made up of representatives
from the Public and Private Sector.

The Mission Statement

The Greater Yarmouth Tourist Authority aims to bring all those within the local tourism together to work in partnership with the local authority in order to contribute to the maintenance and development of a strong and dynamic economy for the benefit of the local community.

The Objectives

| OBJECTIVES | MEASURES | ACTIONS |
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| Promote the Borough in such a way that encourages both local residents and visitors to enjoy both the environment and the variety of services. | Media Campaigns. PR Events Electronic Marketing | National promotional campaigns. -Hosting visiting TV companies; journalists - Maritime Festival, Pop Beach; Bowls Tournament; Fireworks, Film Festival -Destination Management System; leading edge website |
| Promote the business of members to help them maintain a viable operation. | Publications Bed bookings Provide Business Information | -Greater Yarmouth brochure -What's On/What's On Tonight -Tourist Information Centre -Destination Management System -Newsletters on local and national issues |
| Encourage quality in all aspects of both product and service with tourism and related industries. | -Encourage quality accommodation. -Provision of facilities. -Cohesive Management -Training seminars -Support the provision of a quality environment, ie Safety & Security issues | -Grading incentives; grants; graded only policy. -Toilets; Illuminations; -New Seafront Management Team -Welcome Host; E-Business seminar -Support CCTV; NightSafe/DaySafe |
| Encourage investment to ensure the sustainability of the tourism industry. | -Supporting regeneration projects. | -Spearheading the creation of the £16.3m resort regeneration project (InteGREAT) |
| Encourage all businesses in the local tourism industry to be mindful of the needs of local residents. | -PR activity about value of tourism in terms of improved services, job creation etc. | Work with residents groups and business groups to encourage an understanding of business and residents needs. |