

Greater Yarmouth Tourist Authority

ORGANISATIONAL STRUCTURE

- Board of directors: 5 from Great Yarmouth Borough Council, 5 from the private sector (each responsible for a portfolio, 1 from the County Council)
- The GYTA work very closely with GYBC's Tourism Department. The Tourism Officer is also the Chief Exec of the GYTA. Working groups are set up as appropriate
- The GYTA has its own budget from which it can shape the future marketing and development of the resort area. The GYTA budget is matched pound for pound from the Borough Council's tourism marketing budget. Funding also comes from the Norfolk County Council
- Membership of the Greater Yarmouth Tourist Authority is open to those both directly and indirectly benefiting from the tourism industry.
- Annual Membership subscriptions have been calculated to ensure that businesses subscribe in direct relation to the size of their business and the tangible benefits they get from membership of the GYTA.
- 250 businesses are members of the GYTA – around 50% of all tourism businesses in the Great Yarmouth area
- GYTA (Operations) set up in 1996 and looks after
 - Seafront Toilets
 - CCTV in Great Yarmouth, working together with the TCP
 - Illuminations