



## **PRESS RELEASE**

**March 2007**

### **Great Yarmouth's Tourism Fortunes On the Rise**

Great Yarmouth is hoping for a rise of more than £200 million spend per annum from tourism, over the next few years.

The traditional seaside resort, famous for its massive visitor numbers in the 1970s of more than 9 million tourist nights each year, is currently undergoing extensive regeneration and predicts that tourism spend will increase from £420 million to £650 million by 2016.

With over £20 million investment in the seafront, town centre and heritage quarter; Great Yarmouth is set for a glorious return as the home of the traditional English seaside destination.

Visitor numbers are expected to rise steadily from its 1.33 million staying visitors and 3.7 million day visitors, which will subsequently increase the number of jobs in Great Yarmouth's tourism industry by an estimated 12%.

And already, signs of change are visible all over the town.

The main road, Marine Parade, has undergone extensive work and new lighting and resurfacing has been installed. The market place, train station and museums have also received investment for public development.

The private sector is currently showing enormous buoyancy as well, with extensive investment in the development of many attractions and accommodation providers.

**- more follows -**

Significant progress has also been made in redeveloping Great Yarmouth's Heritage Quarter and creating infrastructure improvements, with further plans on the horizon.

As well as the new casino license, Great Yarmouth is expecting a massive boost from the prospect of a new outer harbour. This new 'gateway' into the town is likely to bring thousands of inbound tourists.

Nestled between beautiful stretches of seaside and award-winning beaches, and on the doorstep of the Norfolk Broads and countryside, the new and improved Great Yarmouth provides the British holidaymaker with a wealth of options for family fun, entertainment and heritage.

A bumper summer is predicted in 2007 and it is believed this will herald the start of a new era for Great Yarmouth tourism over the next few years.

A new, extensive marketing and branding campaign is already seeing increased visitor interest and bookings and new brochure requests are rising steadily.

Bert Collins, Cabinet member for Tourism and Director of Greater Yarmouth Tourist Authority (GYTA), said: "Great Yarmouth is a tourism town that's on the rise. Significant time and investment has been put into seeing this fantastic traditional seaside resort reach it's full potential for today's market and over the next few years we expect to see short break and day visitors rise in ever increasing numbers. It's an exciting time to be beside the sea and we look forward to welcoming new businesses!"

For more information about Great Yarmouth tourism in 2007, visit [www.great-yarmouth.co.uk](http://www.great-yarmouth.co.uk)

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