



## Destination News Update – Issued 20<sup>th</sup> December 2021

### Government Support Available

Existing Government advice for coronavirus support for your business [Click here](#)

### National Survey going direct to DCMS - Reminder

For those how have filled this in, thank you, the results are being monitored as they come in, it is a powerful route into lobbying the Government, we are continuing to support the Tourism Alliance by working with the Department for Digital, Culture, Media and Sport (DCMS) to continue to build evidence on the negative **impacts** that Plan B and the Omicron variant are having on businesses in the Tourism and Hospitality sectors.

If you have not already, please [Click here](#) to undertake the survey

If you are able to complete the survey as soon as possible that would help current assessments and lobbying activities, but the end date is 10th January 2022

**Asa Morrison /Karen Youngs**

Visit Great Yarmouth

(Greater Yarmouth Tourism  
Business Improvement Area)

**07786911936**

[www.gyta.com](http://www.gyta.com)

[karen@gyta.com](mailto:karen@gyta.com)

### About us - GYTA to GYTABIA and Visit Great Yarmouth

The Greater Yarmouth Tourist Authority (GYTA) was launched in 1994 (it has its roots in the local tourism associations dating back to the 1960s). It was relaunched as the Greater Yarmouth Tourism and Business Improvement Area Ltd (GYTABIA) in 2015. Visit Great Yarmouth is a trading name of GYTABIA, and we are the official Destination Management Organisation (DMO) for Greater Yarmouth.

### Visit Great Yarmouth Objectives: -

- To increase the number of people visiting and staying in Greater Yarmouth
  - To improve the visitor experience and increase repeat visits
  - To encourage people to stay longer and visit more attractions
- To provide incentives and opportunities to spend more in local businesses



VISIT  
**GREAT  
YARMOUTH**