



## Destination News Update – Issued 8<sup>th</sup> December 2021

### Government Announcement

The government has announced that England will move to Plan B in response to the risks of the Omicron variant.

This means:

- From 10 December, face coverings will be required by law in most indoor settings.
  - From 13 December office workers who can work from home should do so.
- From 15 December, certain venues and events will be required by law to check that all visitors aged 18 years or over are fully vaccinated, have proof of a negative test in the last 48 hours, or have an exemption.

[Click here for more information](#)

Please do not hesitate to contact us if you require any further information, we will help if we can or at least point you in the right direction.

**Alan Carr/Asa Morrison /Karen Youngs**

Visit Great Yarmouth

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### 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



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YARMOUTH**