



Destination News – Issued 30th July 2021

COVID-19: Working Safely Guidance

We have moved into step 4 of the roadmap. [Click here](#) for the Government working safely during covid guidance.

Review of Gambling Policy. - GYBC Consultation

A chance for you to have your say on the Great Yarmouth Borough Council review of its Gambling policy please [Click here](#) and click on Open - Review of Gambling Policy, the consultation closes on 28th September 2021.

NHS Covid Pass

How to get the NHS COVID Pass and demonstrate your coronavirus (COVID-19) status when travelling abroad and domestically at events and venues in England. [Click here](#) for more details

2025 City of Culture Bid

We are supporting Great Yarmouth Borough and East Suffolk Councils exciting plans for a joint bid to become UK City of Culture 2025 [Click here](#) for more information

New workplace guidance posters

PHE have produced a series of posters that remind businesses and customers about the new workplace guidance and the behaviours that people should still adopt. [Click here](#) for the posters

Reduce costs and environmental impact within your business

GYBC is working with Norfolk County Council on an exciting, forward thinking environmental project set up to support businesses in the tourism & leisure sector to make cost effective changes that are better for the environment. For more details [Click here](#)

Website listing

Listings on the official Great Yarmouth Tourism website www.visitgreatyarmouth.co.uk are now FREE! . email websiteupdates@great-yarmouth.gov.uk to update your entry.

Local Business Advice and Support

For Great Yarmouth Borough Council information and support for business please [Click here](#) or contact 0808 196 2240.

Covid-19 cases in the Borough of Great Yarmouth

Please [Click here](#) for local advice from Great Yarmouth Borough Council

Visit England's Latest official guidance for tourism businesses during COVID-19

Visit England's free Business Advice Hub, Please [Click here](#) for more details

What we do - our Visit Great Yarmouth/GYTABIA V News June 2021

For a short video explaining some of the work we have undertaken in 2021 Please [click here](#) to view

Visit Great Yarmouth - Our Covid recovery plan

For more information on our recovery plan [Click here](#)

Marketing and PR in 2021

Please share and use our Marketing Videos on your social media and websites.

Long version - [Visit Great Yarmouth - New Promotional Video](#)

The Social Media Shorts - (10 Secs) [PLAY TIME Visit Great Yarmouth](#) [OUTDOOR TIME Visit Great Yarmouth](#) [HOLIDAY TIME Visit Great Yarmouth](#) [HAPPY TIME Visit Great Yarmouth](#) [BEACH TIME Visit Great Yarmouth](#) [AMAZING TIME Visit Great Yarmouth](#)

We also had this coverage with the Independent this week [Click here](#) (please note you may have to register to view the whole article) If you have any stories, offers or opportunities, complimentary experiences/meals/tickets which we can use in local, regional and national media or if you are able to host/work with journalists, bloggers and influencers, please email Asa Morrison asa@gyta.com

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

(Greater Yarmouth Tourism
Business Improvement Area)

07786911936

www.gyta.com

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**