



Destination News – Issued 20th July 2021

Reminder - Destination Survey - July 2021

Please help us to help you, by taking a few minutes to fill out the survey. Please [Click here](#) to access the July survey,

COVID-19: Working Safely Guidance

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

Specific Guidance from step 4 on the following can be found by clicking the links

[Restaurants, pubs, nightclubs and takeaway's](#)

[Attractions](#)

[Hotels and guest accommodation](#)

[Shops and close contact services](#)

Test And Trace Update

The Test and Trace guidance has been updated in line with the move to Step 4 including the removal of the requirement for businesses to display and use QR codes. However, it is important to note that it is still a legal requirement for people to self-isolate if they test positive for COVID-19 or are identified as a contact and told to self-isolate by Test and Trace. Failure to do so can still result in a fine, starting from £1,000. [Click here](#) for more information

Vaccine passports for nightclubs & large crowded settings

The Prime Minister confirmed vaccine passports would be compulsory for nightclubs and other mass events from the end of September - without an option to show a negative test instead - once all over-18s have had the chance to receive both vaccine doses and develop immunity. [Click here](#) for the Prime Ministers 19th July Statement

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

National Covid Behaviour report -ONS

Two-thirds of adults still plan to wear masks in shops and on public transport reported in Office for National Statistics behaviour report Click [here](#) for the report

Reminder - Carers support for young people

Acle High school are hosting a one-day employer engagement activity for their year 11 (aged 15/16) students on Monday 23rd September. Can you volunteer to prepare and deliver a session explaining your industry and/or being an interviewer in a role play style for short interviews. If you would like to get involved, please email Ellen.Goodwin@newanglia.co.uk

Visit Great Yarmouth - Marketing Videos

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](#)

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

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

Free Listing on Website

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 which features dedicated pages to help tourism businesses navigate the COVID-19 recovery, Please [Click here](#) for more details

Visit Great Yarmouth - Our Covid recovery plan

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

Marketing and PR in 2021

As well as putting out 2/3 press releases a month (giving us over a million pounds worth of media value to date), we have also arranged and hosted 9 press visits from national travel writers including The Sun, Mail and Express with a couple more already in the pipeline, here are two examples of the regional [EDP feature](#) and [The Sun Great Yarmouth 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
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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

