



Destination News – Issued 10th June 2021

Our Visit Great Yarmouth V News June 2021

Our new video explaining some of our work is now available to view [Please click here](#), thank you to Jaydn the apprentice at TMS Media for pulling this together for a very small fee.

Reminder - Our Destination Survey - June 2021 is now live.

Please help us to help you, by taking 5 minutes to fill out the survey.

Please [Click here](#) to access the June survey

Run a holiday park, hotel or B&B? Get your team symptom free covid tested regularly

Staff working at holiday parks, hotels, B&BS and other accommodation providers come into contact with customers from all around the UK, including areas with higher infection rates and many infected people show no Covid symptoms. Therefore it is important to get your team regularly tested. For more information on symptom free testing for businesses [Click here](#)

Support to 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. The project FACET will work with interested businesses on solutions that keep our borough clean and attractive for locals and visitors alike. For more details [Click here](#) or email Benjamin.gulliver@great-yarmouth.gov.uk or Tel: 07385462294

Reminder - Experiential Tourism Research Project

The University of Surrey is undertaking a study into experience-based tourism as an opportunity to recover from the covid-19 outbreak, This survey takes about 10 minutes to fulfil and closes at the end of July. Participants are being offered a 2-hour training session on experiential marketing during Autumn-Winter. [Click here](#) to take part

Roadmap to Recovery

HM Government has set out its four step covid response plan, we are still in Step 3, please [Click here](#) for more information or for downloadable posters [Click here](#)

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, from Government support schemes to practical guidance on operating safely. Please [Click here](#) for more details ,

Visit Great Yarmouth - Our Covid recovery plan

Recovering from the impact of Covid is a challenge for everyone, there are several key activities Visit Great Yarmouth are undertaking to support that recovery, for more information [Click here](#)

Promoting you in 2021

If you have any stories, offers or opportunities 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

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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

