



## **Destination News – Issued 7<sup>th</sup> June 2021**

### **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

### **Support to reduce costs and environmental impact**

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. FACET will work with interested businesses on solutions that keep our borough clean and attractive for locals and visitors alike. If you want to get ahead of the curve and make your business 'greener', contact Benjamin Gulliver: [Benjamin.gulliver@great-yarmouth.gov.uk](mailto:Benjamin.gulliver@great-yarmouth.gov.uk) or Tel: 07385462294

### **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](#)

### **New Heritage Grants for enhancing building and shopfronts**

Great Yarmouth Borough Council is inviting Building owners and occupiers in Great Yarmouth's historic heart to apply for grants of up to £10,000 towards shopfront improvements and building repairs (within the [HSHAZ area](#)), as part of a £1.9m heritage programme to help revitalise the town centre. Please [Click here](#) for more details.

### **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 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 , Also Visit Britian annual review released was this week Click [here](#) for more information.

### **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](mailto: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)

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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

