



Destination News – Issued 12th May 2021

Reminder - Our Destination Survey - May 2021 - Including question about E Scooters

May's survey is live Please help us to help you, by taking 5 minutes to fill out the survey.

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

Great Yarmouth BC launches new covid compliant scheme

Great Yarmouth Borough Council launches new Covid Compliant scheme to increase confidence to visit local shops and venues [Click here](#)

Larking Gowen Open for Business - hope or fear for tourism, one year on

Larking and Gowen are holding an online webinar exploring the hopes and fears of tourism on Thursday, May 13, 2021 @ 10:30am. Please [Click here](#) to register

Last Call - Motorhome Survey - Your chance to tell Motorhome owners what Businesses need from them

CAMpRA, a group that represents motorhome owners, would like to find out about how businesses feel towards the potential of motor caravanning tourism within the borough by completing a short survey. It also contains information about the opportunities of how to get involved as they pass through the area along the East Anglia Coastal Tour Route. Please [Click here](#) to answer just 5 questions and find out more.

Roadmap to Recovery

HM Government has set out its four step covid response plan, we are in Step 2 but moving to step 3 on **17th May**, please [Click here](#) for what you can and cannot do from 17th May

Experience Project - Free online workshops

The Experience project is undertaking some free online workshops about understanding experiential tourism and developing visitor experience around experiential tourism. Please below for options:

Workshop 1 - **An introduction to experiential tourism** (choice of two dates)

To register to the session on Tuesday 25 May, 10-11.30am click [here](#)

To register to the session on Tuesday 8 June, 6.30-8pm click [here](#)

Workshop 2 - **How to develop a visitor experience** (choice of two dates)

To register to the session on Tuesday 15 June, 10am-12.30pm click [here](#)

To register to the session on Thursday 24 June, 6-8.30pm click [here](#)

Reminder - Reopen Your Business Safely – Good Practice Guide

Great Yarmouth Borough Council has released guidance for businesses to reopen and trade safely please [Click here](#) for more information.

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

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

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



VISIT
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