



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

### **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 new survey

### **Plan for the Summer Season 2021 - Virtual meeting 12th May @10.30am with UK Hospitality and Environmental Health**

Great Yarmouth Borough Council's next online event will feature guest Richard Clifford from UK Hospitality. who will share his thoughts to help you plan for the coming summer season and beyond. He will also be joined by GYBC Environmental Services team, who will help to answer any questions on what's required to open up safely as planned on 17 May.

We are supporting this session, which will take place virtually on Wednesday 12 May at 10.30am, please email [karen@gtya.com](mailto:karen@gtya.com) for your email invitation.

### **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](#)

### **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.

### **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.

### **Roadmap to Recovery**

HM Government has set out its four step covid response plan, we are in Step 2, please [Click here](#) for the full report, specific details on each of the steps are on pages **31 -39**.

### **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 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)

**07786911936**

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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



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