



## **Destination News – Issued 9th April 2021**

### **Reminder Destination Survey - April**

Our new survey is now open until Sunday 25th April. please help us to help you, by taking 5 minutes to fill out the survey.

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

### **Applications to open on Monday for Restart Grants for Businesses**

Great Yarmouth Borough Council has released details of new Restart Grants for businesses - applications to open on Monday 12<sup>th</sup> April 2021 please [Click here](#) for more information.

### **Reopen Your Business Safely – Good Practice Guide**

Great Yarmouth Borough Council has released guidance for businesses to reopen 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 1b, please [Click here](#) for the full report, specific details on each of the steps are on pages **31 - 39**.

### **Local Business Advice**

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**

Covid cases are **HIGH** in the borough of Great Yarmouth please [Click here](#) for local advice

### **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 pandemic, 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 for Spring/Summer 2021 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 on [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**

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(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

