



Destination News – Issued 24th March 2021

Reminder Destination Survey - March

Our survey is now open until Sunday 28th March. please help us to help you, by taking 5 minutes to fill out the survey.

[Click here](#) to access the March survey

Check if you're eligible for a Government coronavirus Restart Grant

The Restart Grant scheme supports businesses in the non-essential retail, hospitality, leisure, personal care and accommodation sectors with a one-off grant, to reopen safely as COVID-19 restrictions are lifted. Grants are scheduled to be available from early April 2021. [Click here](#) for more information

Roadmap to Recovery - Some further limited changes on 29 March

HM Government has set out its four step covid response plan, we are in Step 1, [Click here](#) for the full report, specific details on each of the steps are on pages 31 -39.

National Coastal Academy - Coastal Survey

The National Coastal Academy is undertaking a nationwide business survey, Please [Click here](#) The survey will stay live until end of Monday, 5th April.

Local Business Advice

For Great Yarmouth Borough Council information and support for business [Click here](#) or contact 0808 196 2240.

Covid-19 cases in the Borough of Great Yarmouth

Covid cases are **REMAIN HIGH** in the borough of Great Yarmouth [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. [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

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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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

